

LIFE

In this issue
CHURCHILL'S MEMOIRS
THE BATTLE OF BRITAIN

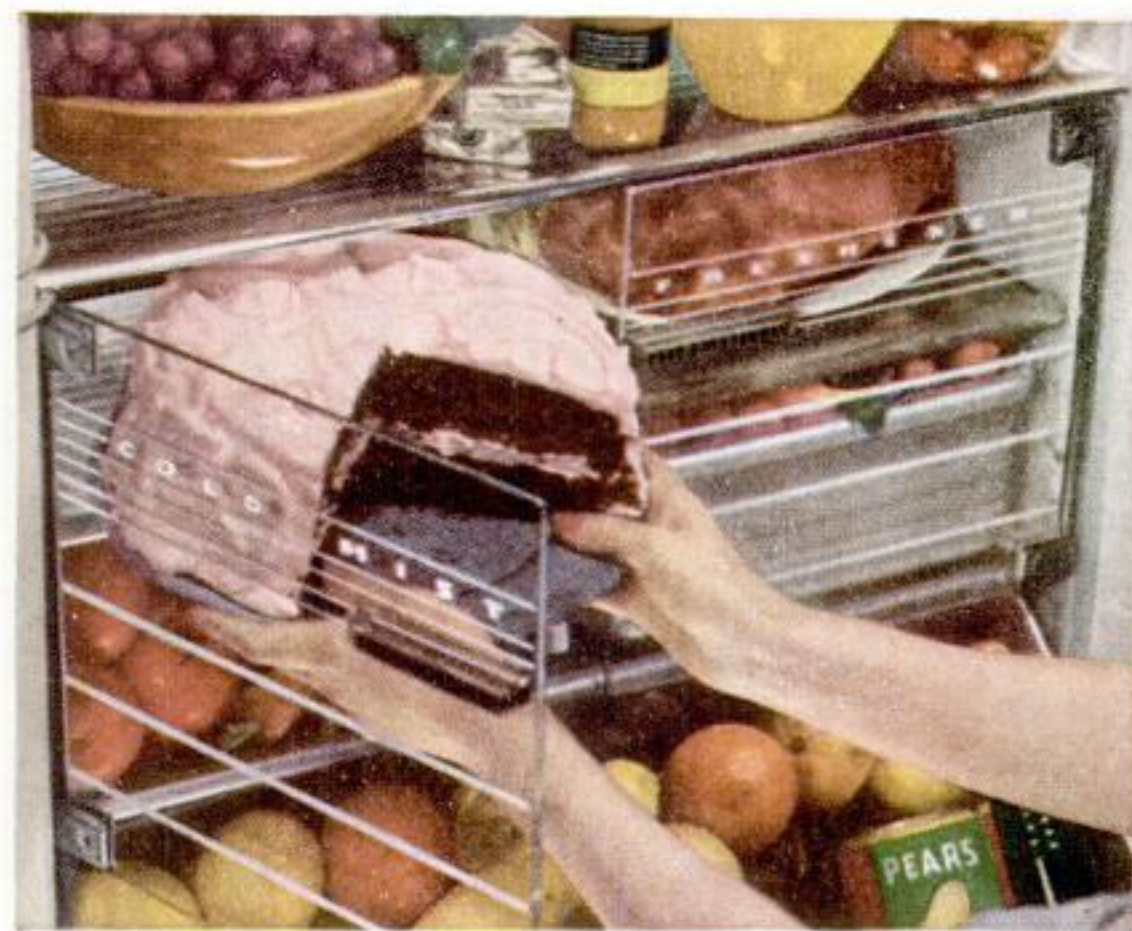


**COSTUME
CLOTHES**

FEBRUARY 28, 1949 **20** CENTS
YEARLY SUBSCRIPTION \$6.00



Eat better at less cost—with this giant-size Frozen Food Chest! Now enjoy the year 'round treats of frozen foods—or *freeze your own!* Kelvinator's Frozen Food Chest holds 50 lbs. of packaged frozen foods and ice cubes. Shop ahead, and buy in money-saving quantities. It's a "super-market" right at your fingertips.



Miracles happen behind these doors of glass! New, different. Amazing Cold-Mist zone protects vital moisture... secret of freshness! Perks up tired lettuce and celery. Uncovered leftovers don't dry out. Even cake stays oven-fresh for days! It's the greatest food-saving feature you've ever seen!



Exclusive! New Fruit Freshener is refrigerated, too! Yes! This space is refrigerated, too! Kelvinator is *cold clear to the floor!* There's an extra 1½ cu. ft. of cold space in this zone—for bulky fruits and vegetables, or soft drinks. Keeps everything deliciously fresh and cold.

You never saw such room



It's cold clear to the floor!

Amazing new Kelvinator gives you far more food space... takes no more room in your kitchen!

Now you can have that bigger, finer refrigerator you want—a Kelvinator that's *cold right down to the floor!* Gives you far more cold space! Actually, 8½ cubic feet within shelf area *plus* 1½ cubic feet more in the Fruit Freshener zone! With a big, oversize Frozen Food Chest, *and* that wonderful food-saving Moist-Master refrigeration! See the complete line of new Kelvinators at your dealer's. You'll find his name in your Classified Phone Book.

YOU GET MORE, BECAUSE—

● Your new Kelvinator is all refrigerator. It's cold clear to the floor! You get 8½ cu. ft. of storage within shelf area—plus 1½ cu. ft. in the Fruit Freshener zone.

● You get a Frozen Food Chest that holds 50 lbs. of packaged frozen foods—enough for weeks! You have 4 Speedy-Cube ice trays.

● Worlds of shelf space... plenty of room for tall bottles!

● Kelvinator's exclusive Moist-Master refrigeration keeps your foods wonderfully flavor-fresh and moist—without covering.

● You get traditional Kelvinator quality. One-piece, wrap-around construction. Rigid cross-braced door. Cold-Ban door seal. Trigger-action, sure-seal latch. And many more.

● You get Kelvinator's famed dependability. It's powered by Kelvinator's penny-pinching Polarsphere... trouble-free, sealed-in-steel, permanently lubricated.

GET MORE... Get cold clear to the floor...

Kelvinator

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICH.

"Dentists say the IPANA way works!"

Junior model Pat Barnard shows how it can work for you, too.



Queen of the cruise ship, 17-year-old model Pat Barnard of Great Neck, N. Y., scores a terrific hit! Pat *always* finds her career and her date-life mighty smooth sailing—thanks to that dazzling smile!

Naturally, Pat follows the *Ipana* way to healthier gums and brighter teeth . . . because dentists say it works! Her professionally approved *Ipana* dental care can work for you, too—like this . . .

YES, 8 OUT OF 10 DENTISTS SAY:



Products of Bristol-Myers

P.S. For correct brushing, use the DOUBLE DUTY Tooth Brush with the *twist* in the handle. 1000 dentists helped design it!



The Ipana Way is *fun* to follow, Pat tells her cabin-mate. Dentists say it works . . . and it's easy as 1, 2:

1. *Between regular visits to your dentist*, brush all tooth surfaces with Ipana at least twice a day.
2. Then massage gums the way your dentist advises—to stimulate gum circulation. (Ipana's unique formula actually helps stimulate your gums. Feel the invigorating tingle!)

Just do this regularly for healthier gums, brighter teeth—an *Ipana* smile. Ipana's extra-refreshing flavor leaves your mouth fresher, your breath cleaner, too. Ask *your* dentist about Ipana and massage. Remember, a good dentifrice, like a good dentist, is *never* a luxury!

Ipana dental care promotes
Healthier gums, brighter teeth*

* In thousands of recent reports from all over the country.

This One



F6R1-8YT-GUAB

Dorothy Cox designed it...

Crisp cottons lead the fashion trend for 1949... top designers recommend starching with LINIT* to keep cottons crisp, fresh and charming... LINIT, the superior starch, makes a thin, fluid mixture that penetrates the fabric, restores its lovely finish... once you use LINIT for starching you will always prefer it—for perfect results, for ease of ironing.

THE NEW *Crisp* LOOK

This lovely RESORT-SUMMER FORMAL designed by Dorothy Cox for The McMullon Company will soon be featured in smart shops everywhere.

For stores nearest you, write LINIT Starch, Dept. DC, 17 Battery Place, New York 4, N. Y.



... for the "finishing touch"

to dresses, blouses, children's clothes, housecoats, men's shirts, curtains, bed and table linens. Directions on every LINIT package. All grocers sell LINIT.



*LINIT is a registered trade-mark of Corn Products Refining Company, New York, N. Y. © C. P. R. Co., 1949

LETTERS TO THE EDITORS

CHURCHILL

Sirs:

If your aim was to make your Feb. 7 cover look like a circus poster, you certainly succeeded.

SANDRA PERLMUTTER
Brookline, Mass.

SIRS:

IT LOOKS AS THOUGH LIFE HAS CONTRACTED YELLOW JAUNDICE.

MIKE MCWHINNEY
NEVILLE DAVIS
WASHINGTON, CONN.

Sirs:

While serving on the staff of the naval attaché at the American Embassy in London I was privileged to share with Winston Churchill one of the more precious moments in his own "finest hour" (LIFE, Feb. 7)...

The evening of V-J Day, Mr. Churchill, his wife and daughter attended an English historical play entitled *The First Gentleman*. At the close of the play Robert Morley, who had portrayed the part of George IV, stepped before the curtain and said, "I think I can speak what all of us feel when I say that the 'First Gentleman' of England is here tonight." The entire theater audience rose to applaud. Mr. Churchill stood smiling happily through his tears, silently acknowledging this tribute of his countrymen.

Such were the biggest moments in his "finest hour." Only those who shared them can know how much they meant to him. England and the world perhaps may not have sufficiently expressed their appreciation for his great leadership. Mr. Churchill has, however, the memory of these precious moments for the remainder of his life. I do not believe he asks for more.

H. BERLIN SMITH
Ellwood City, Pa.

Sirs:

Churchill was and is a great man. I wish we had someone like him.

But the theme, "How the British people held the fort alone till those who hitherto had been half blind were half ready" prompts this letter.

Twice we have been "half ready" because Britain and France were totally blind and sleeping peacefully. Lots of water separated us then, but now just a mere ocean separates us. We dare not be half ready when the third round starts.

Twice Britain and France permitted Germany to get ready right under their red noses. Even a bluff at stopping Germany's march into the Ruhr would have stopped the second round, but no—their eyes were still closed.

Now they and we are being softened by the big Bear. The biggest blunder yet, however, is the fact that we all left things softened up for the Bear who, all through the years, has been sleeping with one eye open.

E. P. CORBIN
Columbus, Ohio

Sirs:

I found it rather difficult to make the transition from the excellent works of Mr. Churchill to the pulp-magazine antics of Miss Hayworth and Mr. Power. Would it not be possible to print such "news" as the latter in a special issue, made available to the reader upon request?

I suggest one such issue per year as an absolute maximum.

DONALD C. MILLER
Providence, R.I.

CONTINUED ON PAGE 4

"MOMMY... Bring Home

Richardson's



The best Candy for small tum-tums. Quick body energy (heat caloric units). Natural craving for sweets quickly satisfied. Fresh! Never Sold in Bulk.

U-ALL-NO

Richardson's

AFTER DINNER MINT



Thos. D. Richardson Co., Philadelphia 34, U.S.A.

BABS

HATS

Exclusively

for the

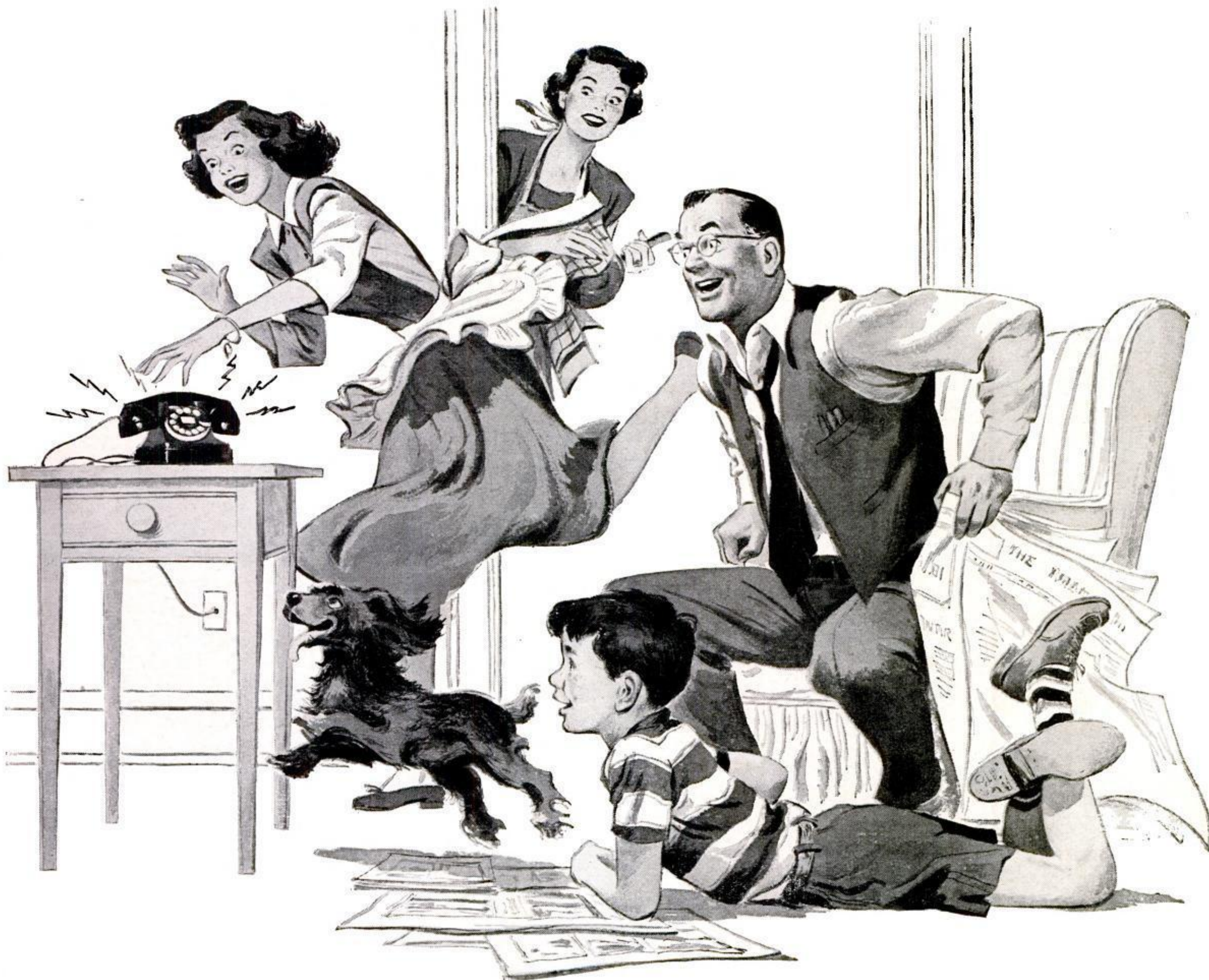
KANDY SET



TRIMMED WITH MAKE-BELIEVE CANDIES FOR BIG AND LITTLE GIRLS about \$2.95



63 W. 36th St., N. Y.
AT FINE STORES EVERYWHERE



When the Telephone Rings

Pop hopes it's a call from Brown & Smith, saying that business deal is OK.

Mom's expecting a call from her mother.

Sis will go into a tailspin if it isn't Harry, who hasn't yet asked her for a Saturday night date.

Buddy hopes it's Joe, asking if he can come over.

Family Story. The story of Pop and Mom and Sis and Buddy is typical of many a family throughout the country. It shows the two-way value of your telephone service. The calls you get are as important as the ones you make — sometimes more so.

Greater Value. Your telephone is more valuable today because there are nearly 40% more telephones — about 9,000,000 more — than three years ago.

You Can Reach more people and more can reach you. The cost is small per call and exceedingly small in relation to the value of each call.

Rates Are Still Low. Telephone rate increases are much less than the increases in most things you buy. They are far less than past increases in telephone wages, and other higher costs of providing service.

In fact, telephone rate increases average only a penny or so per call.

BELL TELEPHONE SYSTEM



Put fun

into every room!



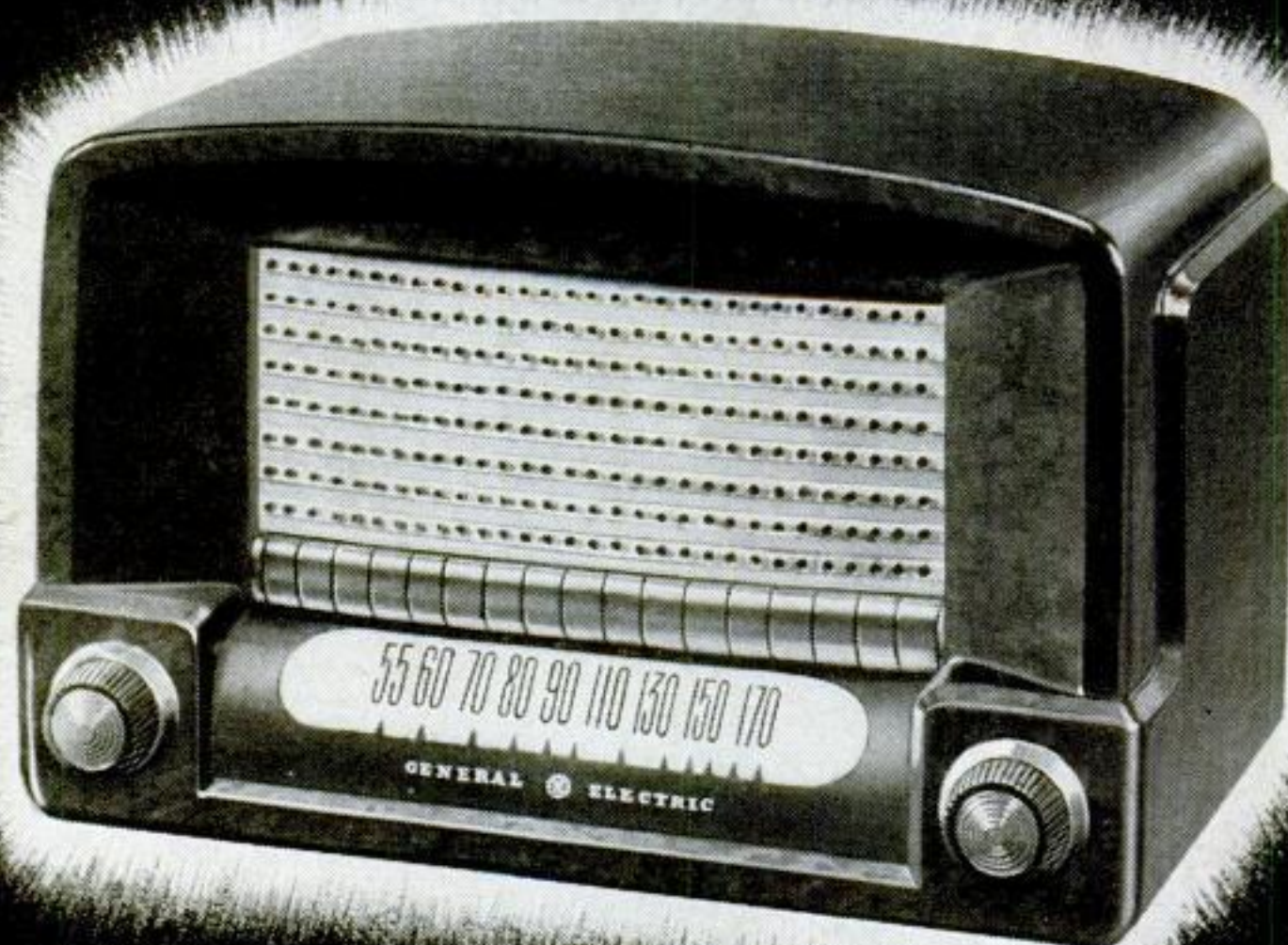
Why argue over who tunes what? Let everyone enjoy his own favorite programs. It's easy with a General Electric table radio in every room! For instance, G-E Model 115 costs only \$26.95*—yet it's performance-engineered at Electronics Park and brings you **natural color tone**... G-E Dynapower speaker...slide-rule dial...rich rosewood plastic cabinet. See the new General Electric radios at your dealer's—soon. Prices start at \$19.95*

*Prices slightly higher West and South—subject to change without notice.



G-E TABLE RADIOS

Performance-Engineered at Electronics Park



Model 115

You can put your confidence in—
GENERAL ELECTRIC

LETTERS TO THE EDITORS

CONTINUED

MR. AND MRS. POWER

Sirs:

In your article on the marriage of Mr. Power to Miss Christian (LIFE, Feb. 7) you say, "Power and Miss Christian were married a few hours before his divorce from Actress Annabella, with whom he also honeymooned in Rome in 1939, became final. This was all right because he had not married Annabella in the Catholic Church, which regarded his relation to her as one of simple adultery." Your statement clearly affirms that this couple was married before his divorce! Are we to assume that he committed bigamy and that the Roman Catholic Church condoned the same for a few hours?

ALBERT J. M. WILSON
Rector

Christ Church
Greenwich, Conn.

● California law specifies that divorce action must be entered and signed by the court before a legal marriage can take place. Judge Thomas Cunningham, who signed Power's divorce papers 7 hours after the wedding, refuses to comment on the legality of the nuptials, however, on the ground that the matter would have to be brought to court for decision.—ED.

GIESEKING GETS THE GATE

Sirs:

I should like to add to your account of Walter Gieseke's hasty exit from America (LIFE, Feb. 7).

Gieseke didn't "wangle" his visa from the State Department. My office fully informed the State Department of Gieseke's desire to return to America over a year ago. The State Department has said it cleared Gieseke's name with the Justice Department before issuing the visa; the delay in its issuance was due to the belated arrival of additional clearances from Germany. A report of the American Military Government dated Wiesbaden, Jan. 31, 1949 reads as follows:

"Inasmuch as Walter Gieseke's connection with the Theater and Music Branch has been a close one, it is felt that some clarification of his position may be of interest to you in view of recent events.

"Gieseke was removed from the blacklist by a Military Government Tribunal in December, 1946. At that time his case was thoroughly investigated. It was found that he had never been a Nazi party member, nor had he been active in any Nazi-sponsored organization. . . . He was given full permission to play in the American zone and was unconditionally cleared. . . ."

The ensuing fiasco must be attributed to a radio rabble-rouser and minority pressure groups who intimidated and coerced high officials of the Justice Department.

Neither Gieseke nor any representative of his was invited to a "hearing" in the N.Y. Bureau of Immigration held the morning of his concert. He was never confronted with any so-called "new evidence" and his request for a hearing before his concert was denied. His request for an extension of his "parole" until midnight so he would not disappoint his audience was also denied.

My partner, Charles Wagner, and I brought Gieseke back to America because we knew there were hundreds

Fast HELP for HEADACHE



BROMO-SELTZER

FIGHTS HEADACHE THREE WAYS

For fast help from ordinary headache take Emerson's Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.



Men call it greatest shaving advance in years!

Ultra-Modern Gillette Super-Speed RAZOR SET

● Men, this shaving combination tops 'em all for extra comfort, extra convenience and extra value. Shaving's a cinch. Twist . . . the razor opens. Zip! . . . there's a new Gillette Blue Blade. Twist again . . . you're all set.

NEW! Notched bar permits instant blade changing



SAVE ON THIS SPECIAL OFFER!
Gillette One-Piece Razor and 10-Blade Dispenser
\$1.00 \$1.50 VALUE

CONTINUED ON PAGE 7

Let these folks help you choose your next tires!



JOYCE C. CONNER, social worker, Weirton, W. Va.: "These big Super-Cushions have added so much to the appearance of my car! And on winding mountain roads, they just cling to the pavement—no skidding or swaying—and make me feel ever so much safer. But no matter where I drive, I always notice how they really smooth out the bumps and jolts!"



WILLIAM C. MCGEHEE, lumberman, Natchez, Miss.: "I've driven thousands of miles since I put Super-Cushions on my small car, and they've made it ride and handle as smoothly as a big car. In logging operations, I drive over rough corduroy roads, yet these tires absorb the shock and flow over the ruts. I get lots better wet-weather traction, too."



MICHAEL FRIES, wholesaler, Cincinnati, O.: "As soon as I changed to Super-Cushions, I was amazed at how much smoother my car rode. It just glides over bumps and railroad tracks here in the market districts."

Conventional Tire



Ordinary ride

Super-Cushion



New softer ride

Softer Ride! The Super-Cushion is bigger and softer. It runs on 24 pounds of air! It soaks up road shocks, jolts, jars and vibrations. This means you get a smoother, softer ride. It means less wear on your car, fewer rattles, fewer repair bills!

Conventional Tire



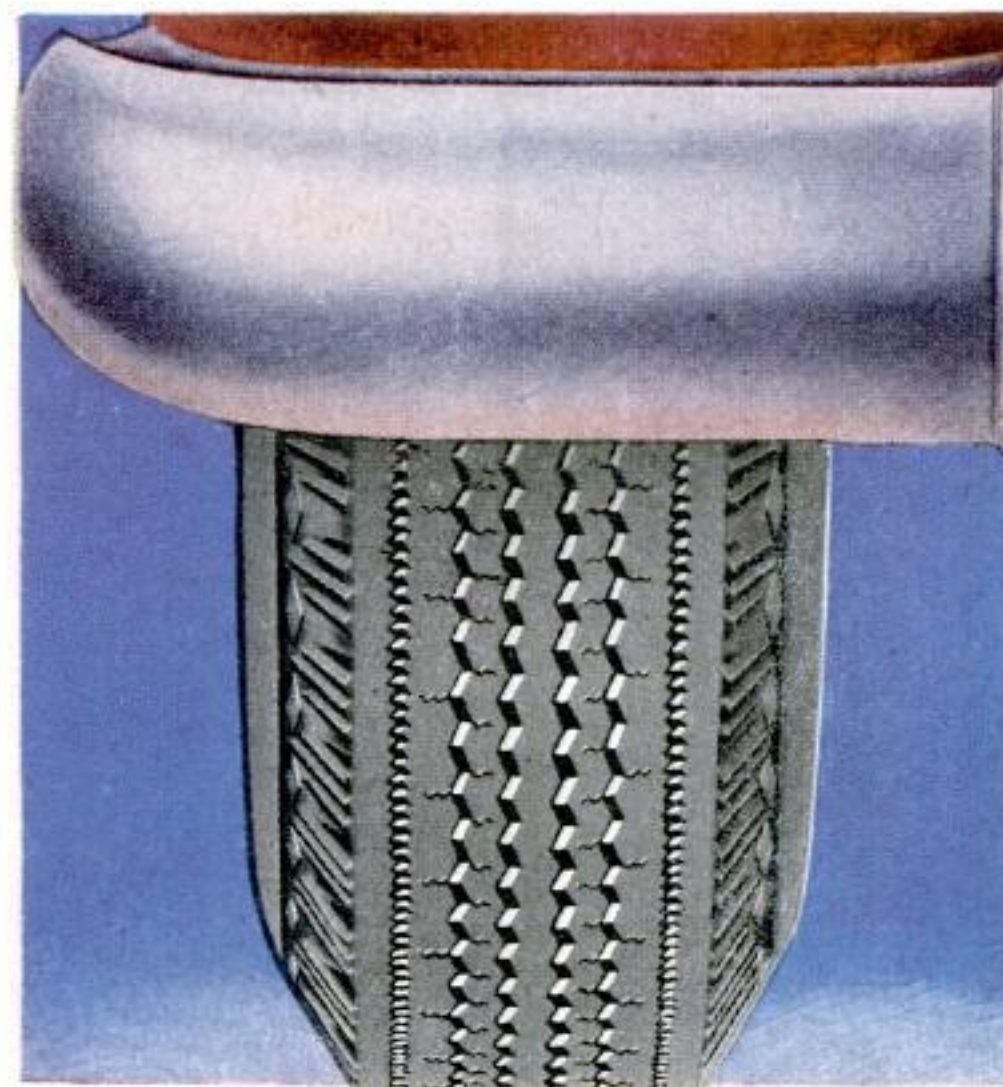
Regular-size "footprint"
Ordinary traction

Super-Cushion



Bigger "footprint"
New greater traction

Remarkable Safety! The Super-Cushion has larger contact area with the road. You get a new ease and stability in car handling. Your car seems to hug the road, to flow through traffic, to float around curves. And you get quicker, safer stops!



Modernize the riding qualities and safety of your car. Super-Cushions will fit its present rims! With Goodyear's great LifeGuard Safety Tubes, they give you the *last word* in modern motoring comfort and safety. See your Goodyear dealer!

**MORE PEOPLE RIDE ON GOODYEAR TIRES
THAN ON ANY OTHER KIND**

The new *Super-Cushion* by **GOODYEAR**

We think you'll like "THE GREATEST STORY EVER TOLD"—Every Sunday—ABC Network

Super-Cushion, LifeGuard T. M.—The Goodyear Tire & Rubber Company

10 Wonderful
new colors

Your choice of 2 great engines
V-8 or SIX

"Picture Windows"
all around

You'll feel you're
flying

You'll feel
fresh, too!

Everybody's talking about
the new **Ford "Feel"**

Parks
anywhere

Feel its
purring power!

Feel that
"Mid Ship" Ride!

Yes,
that's something
to crow
about

Feel these
weatherproof
"King-Size" Brakes

Room for
everything
in the "Deep Deck"
Luggage Locker

59% more rigid with "Lifeguard"
body of heavy gauge steel

Take the
wheel—try
the "feel"

You float on
Ford's new springs

Feel the wool in
Ford's upholstery

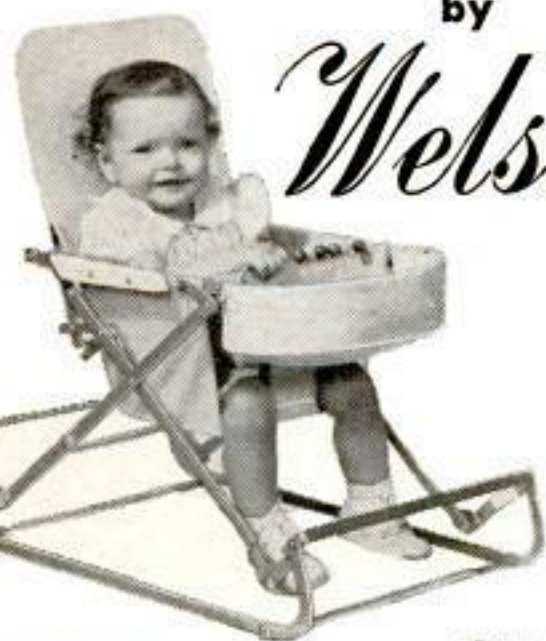
Better see your
Ford dealer today

White side wall tires, optional at extra cost.

"PLAYMATE"

by

Welsh



Rollicking
Fun
With
Safety



Provides Gentle Exercise

Seat Removable From Frame

For Easy Cleaning

**Play Beads to Amuse Baby
Folds Easily for Storage**

AT ALL LEADING STORES

Mother! SEND DATE OF YOUR BABY'S BIRTH
TO WELSH CO. FOR AN INTERESTING HOROSCOPE.

WELSH COMPANY

Largest Manufacturer of Folding Baby Carriages
1535 S. Eighth St., St. Louis (4), Mo.

TUMS

Can't sleep?
Don't count sheep—
count on
TUMS

Acid indigestion at bed-time may rob you of hours of sleep. Don't let it! Take Tums! No mixing or stirring—slip Tums in your mouth just like candy mints. Almost instantly, Tums relieve heartburn and gas—let you get to sleep faster, sleep better. No baking soda in Tums. No danger of over-alkalizing—no acid rebound. Get Tums—get your sleep!



To feel better,
try one or two TUMS
after breakfast.

for the tummy

NEED A LAXATIVE TOO?

Try Nature's Remedy
FOR TO-NIGHT TOMORROW
ALRIGHT

LETTERS TO THE EDITORS

CONTINUED

of thousands of music lovers here who wanted to hear him. The tyranny of a few has deprived the many. If such action had been enforced against the "Red Dean" or a Paul Robeson there would have been a great hue and cry raised by the organizations on the left. . . .

EDWARD W. SNOWDON
New York, N.Y.

Sirs:

. . . I was born in Belgium and was driven out of my country by the German hordes; I will never forget their inhuman crimes, but I will always respect their talents.

JEAN LEBLON
Emporia, Kan.

Sirs:

It might be noted that England and France, countries that suffered far more from the Nazis than we, welcomed Gieseeking.

BLANCHE D. SCHAEFER
Philadelphia, Pa.

Sirs:

Gieseeking's musical ability is not the issue. His war guilt is. I do not agree with those who consider it irrelevant now. The danger of losing beautiful music is not nearly so great as the threat to human values characterized by Nazi behavior during and after the war. If I were to die today, several pianists would take my place tomorrow.

Gieseeking never committed the overt act necessary for legal conviction. He merely cooperated musically. Unlike Thomas Mann, Wilhelm Bachaus or Toscanini, he did not leave his country in protest, and at no time since the war has he publicly expressed the slightest sorrow at the atrocities committed under Hitler. On the contrary, in 1939 Gieseeking boasted to me of being a Nazi. The only crime to which he and his kind admit seems to be the Nazis' defeat.

It has been foolishly suggested that I banded with other artists to force Gieseeking out of the country. My refusal to appear under the same auspices as Gieseeking was my own purely personal disinclination to associate with a Nazi.

ARTUR RUBINSTEIN
New York, N.Y.

Sirs:

If my memory serves me right, our now loved Fritz Kreisler was the victim of such mob persecution, being egged at a concert shortly after World War I.

JULIA A. GRIFFITH
New York, N.Y.

● Mr. Kreisler suffered other indignities. American Legion veterans cut concert-hall light cables, a minister denounced him as representing "Prussianism and Kultur," and the Civil War Veterans, the Daughters of 1812 and D.A.R. all condemned him. Unlike Gieseeking, Mr. Kreisler accepted the insults patiently, attributing them to "well-intentioned zeal which is entirely natural after these long years of rampant hatred."—ED.

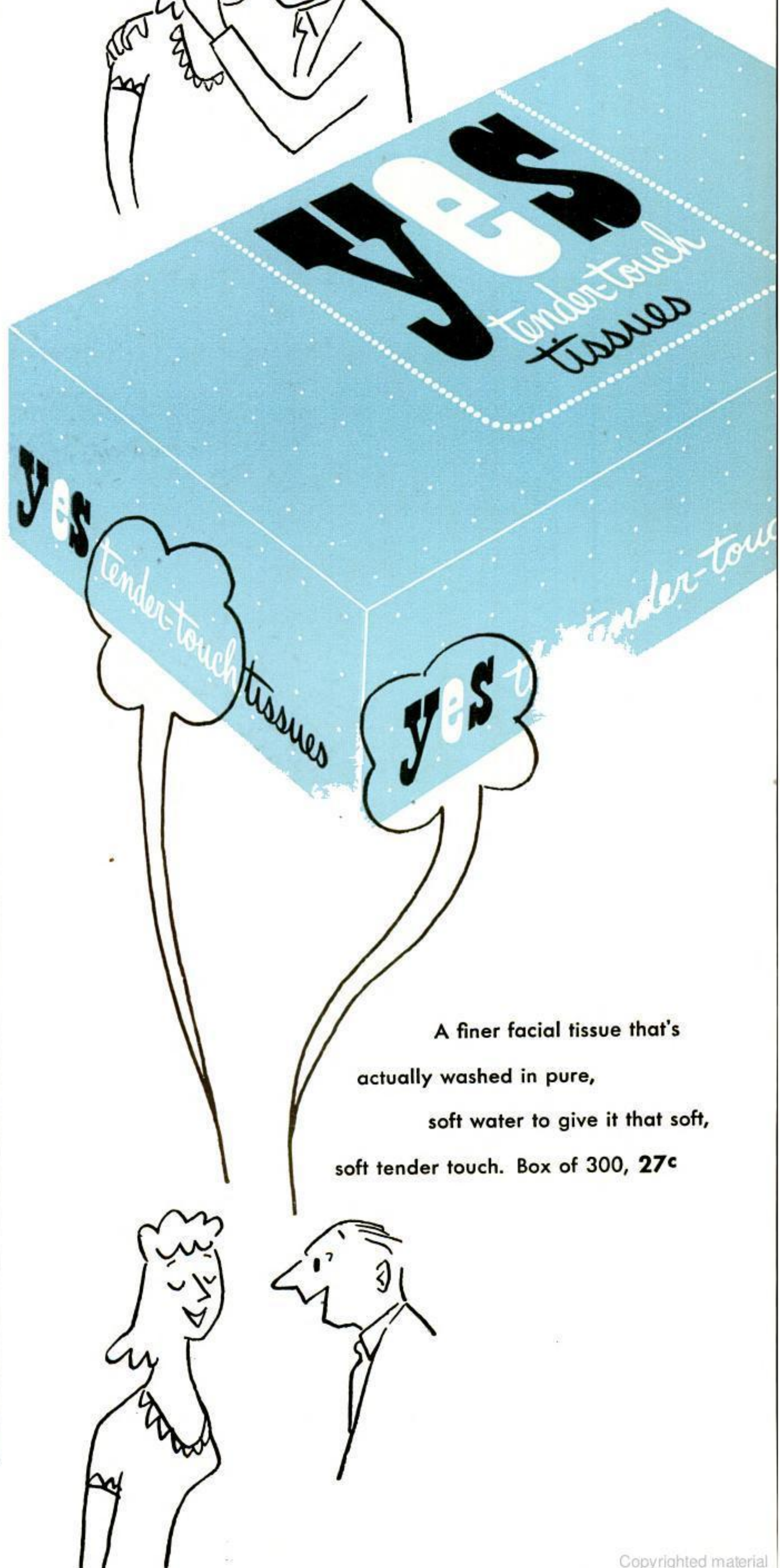
Sirs:

In my view this whole maneuver is on a par with the Nazis' much-publicized book-burning.

CHARLES R. SCHRAEDER
Dallas, Texas

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For a softer caress—
try tender-touch **yes**

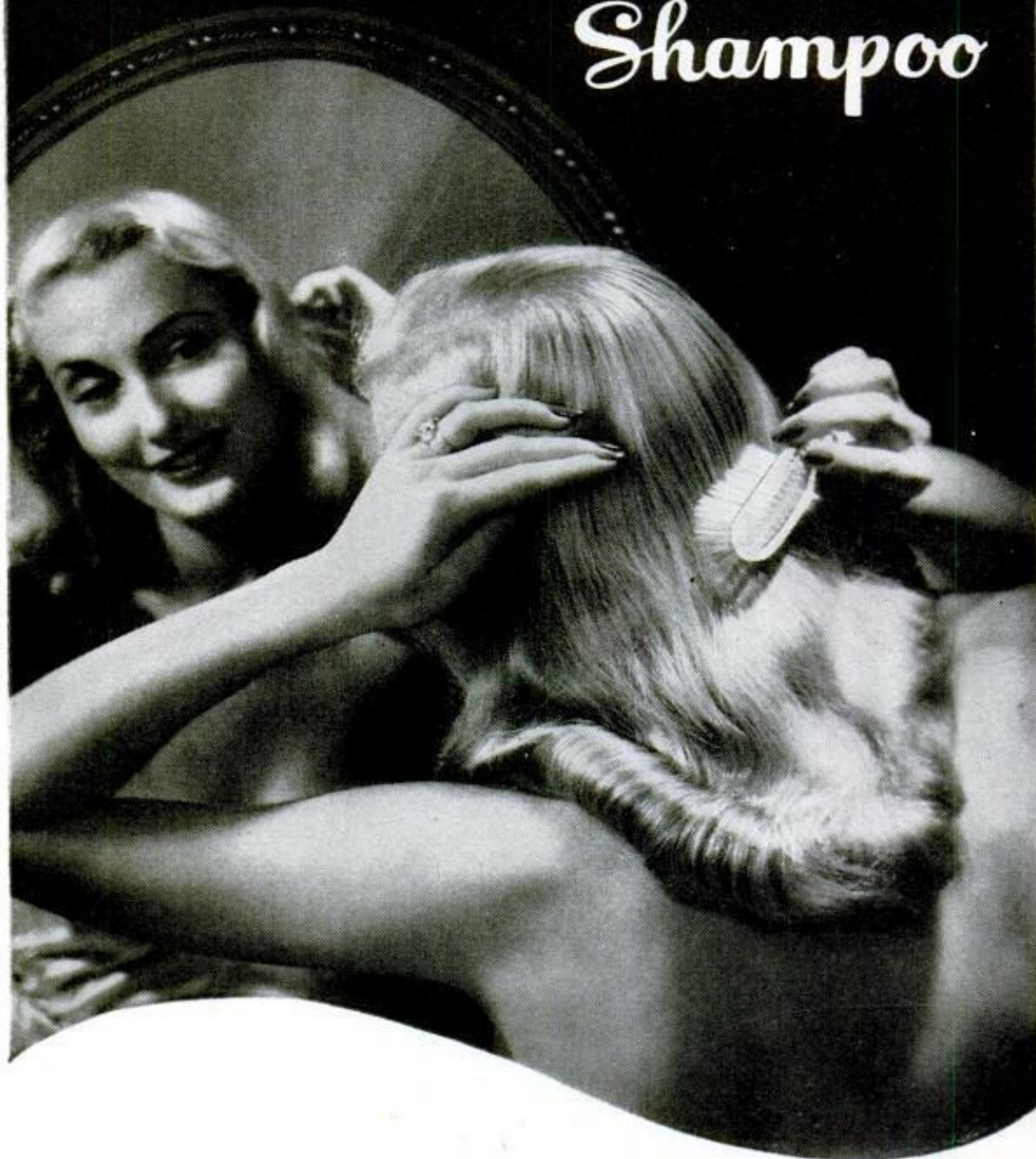


A finer facial tissue that's
actually washed in pure,
soft water to give it that soft,
soft tender touch. Box of 300, 27¢



FOR LOVELIER HAIR...
SPECIALISTS IN BEAUTY SAY

Pure Castile is the best Shampoo



Naturally beautiful hair is yours when you use CONTI CASTILE SHAMPOO, made only with 100% pure castile and pure olive oil! Laboratory tests prove that Conti rinses quickly, helps hair set better, hold waves longer... removes loose dandruff. Wake up the natural beauty of your hair with pure, safe economical CONTI CASTILE SHAMPOO.

CONTI Never Dries Out
The Hair or Scalp

Conti Castile

THE QUALITY SHAMPOO



LETTERS TO THE EDITORS

CONTINUED

Sirs:

Music is supposed to be an expression of freedom, and the souls of the artists that dominate the American scene are engrossed with the ideals that make America a land of freedom for all people—regardless of race, creed or color.

But Mr. Gieseeking does not represent freedom. Instead he is a living descendant of the fiery wrath that engulfed the European scene, a barbaric movement that put thousands of people in slavery and then had hundreds more slaughtered like cattle in concentration camps of horror. . . .

ELLIOTT WOLFF

Cincinnati, Ohio

Sirs:

No pleasure, heretofore anticipated or realized, would have been greater than to have sunk a heavy GI boot into Gieseeking's piano-stool posterior as a benign American farewell to his short-lived visit.

BILL CROWELL

Raleigh, N.C.

Sirs:

Probably, as LIFE states, Walter Gieseeking is one of the two or three greatest pianists alive, but his music, no matter how splendid, is not needed here.

RAYMOND F. WESTMAN

Pawtucket, R.I.

Sirs:

I will never be convinced that such a display of crudeness as the picket signs and lack of courtesy to a visiting artist will ever help solve our political problems.

MARY FARRELL KEELER

Pittsburgh, Pa.

CONTINUED ON PAGE 10

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L-2-28

alone...

because
she doesn't know



LOVE can be lost... romance ruined if you offend with perspiration odor. So stop it before it starts!

DRYAD—Jergens new kind of deodorant actually stops the decaying action of bacteria... the chief cause of embarrassing perspiration odor... before it starts!

Its complete deodorizing action keeps you sweet to love and adore.

APPROVED by leading skin specialists. Harmless to clothes.

SMOOTH as face cream as long as it lasts. 10¢, 29¢, 59¢.

Dryad
stops it before
it starts

JERGENS
NEW KIND OF
DEODORANT



ADVERTISED IN
LIFE

... means news of famous products... to 26,000,000 LIFE readers each week

Potted plants need PLANTABBS now!

Perk up those "shut in" potted plants! They've been indoors for months without the benefit of sunshine and rain. Feed them PLANTABBS, scientifically prepared PLANT FOOD TABLETS which give needed vitality to plants of all kinds. You'll be amazed at results! Clean, odorless, easy to use! 25c, 50c, \$1 and \$3.50 sizes. At your dealers, or postpaid from the PLANTABBS CORP., Baltimore 1, Maryland.



**Fullon's
PLANTABBS**
PLANT FOOD TABLETS PLUS B1



**SUE
INSISTED**



**MARY
MISSED IT**

Be sure you insist!

SUE, smart girl, saw a dress she liked. But before she bought it, she insisted on seeing the word "Sanforized" on the label. P. S. The good looks never shrank away.

MARY forgot to look for the "Sanforized" trade-mark. And her dress came out of the washtub with all its good looks shrunk away!

Make certain your cottons keep their fit through washing after washing. Insist on seeing the "Sanforized" trade-mark every time you buy.

The style will never shrink away from the dress with "Sanforized" on the label!

•SANFORIZED•

TRADE © MARK

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

DINK
SIEGEL

oh-oh, Dry Scalp!



"...HE'S ON THE AIR, but he isn't on to Dry Scalp! Wonder how that dull, straggly hair will look over television? Doesn't he ever comb it? And that loose dandruff will never do! He needs an announcement about 'Vaseline' Hair Tonic..."

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



GOOD NEWS for you, too! It's so easy to check Dry Scalp... and keep hair looking just right with 'Vaseline' Hair Tonic. Just a few drops a day... and a liberal massage before shampoos do the trick. Contains no alcohol or other drying ingredients. Gives double care... to scalp and hair... and it's economical, too.

Vaseline HAIR TONIC

TRADE MARK ®

TOPS IN ENTERTAINMENT: DR. CHRISTIAN, STARRING JEAN HERSHOLT, ON CBS, WEDNESDAY NIGHTS, LITTLE HERMAN, NEW MYSTERY SHOW, SATURDAY NIGHTS, ON ABC. SEE YOUR NEWSPAPER FOR LOCAL BROADCAST TIME.

LETTERS TO THE EDITORS

CONTINUED

THIN MEAT

Sirs:

If you think that the slicing method developed by the University of Southern California (LIFE, Feb. 7) is a great discovery, obviously you have never seen a steak served in the dining hall at Georgia Tech.

The dining hall manages to keep all its steaks and chops down to 1/50,000 of an inch thick.

BERT KRASHES
JACK DUGGAN

Georgia Institute of Technology
Atlanta, Ga.

WORK CLOTHES

SIRS:

A \$200 MILLION INDUSTRY WHICH EMPLOYS 37,000 WORKERS IN 390 FACTORIES AROUND THE COUNTRY TAKES EXCEPTION TO YOUR REFERRING TO ITS PRODUCTS AS "MONOTONOUS" IN ARTICLE ENTITLED "WORK CLOTHES" (LIFE, FEB. 7). OURS IS A VOLUME, LOW-PRICED PRODUCT DESIGNED WITH THE IDEA OF SERVICE AND VALUE TO THE AMERICAN HOUSEWIFE, FARM WOMAN AND WORKING GIRL. OUR WASH FROCKS HAVE THE FABRIC, THE WORKMANSHIP, THE GREATEST DRESS VALUE FOR THE MONEY, AND ABOVE ALL THE EXCELLENT STYLES, COLORS AND ATTRACTION WHICH MAKE THEM A FAR FROM MONOTONOUS-LOOKING PRODUCT. THE HOUSE DRESS OF TODAY ISN'T YESTERDAY'S MOTHER HUBBARD ANY MORE.

M. J. LOVELL
DIRECTOR-COUNSEL

THE HOUSE DRESS INSTITUTE
NEW YORK, N.Y.

Sirs:

I'd like to embrace fondly Designer Elizabeth Phelps for her new and wonderful work clothes. I've been waiting for something like this for years.

Every morning I jump into a disreputable pair of bulging slacks. I have a baby and can therefore hardly slip into a pair of velvet lounging pajamas or even a house dress. They would be wilted, crushed and "spit up" on in no time.

When I meet my husband at the door every night he takes one look and feels like going out with the boys and getting fractured. . . .

MRS. THOMAS CAREY
San Mateo, Calif.

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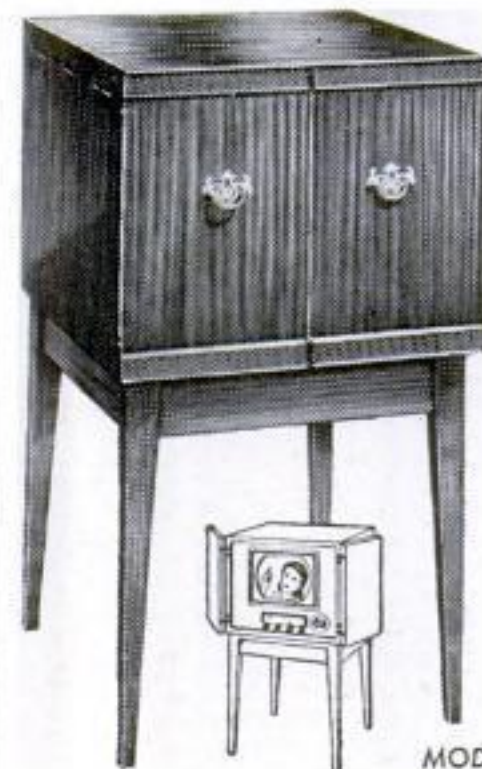
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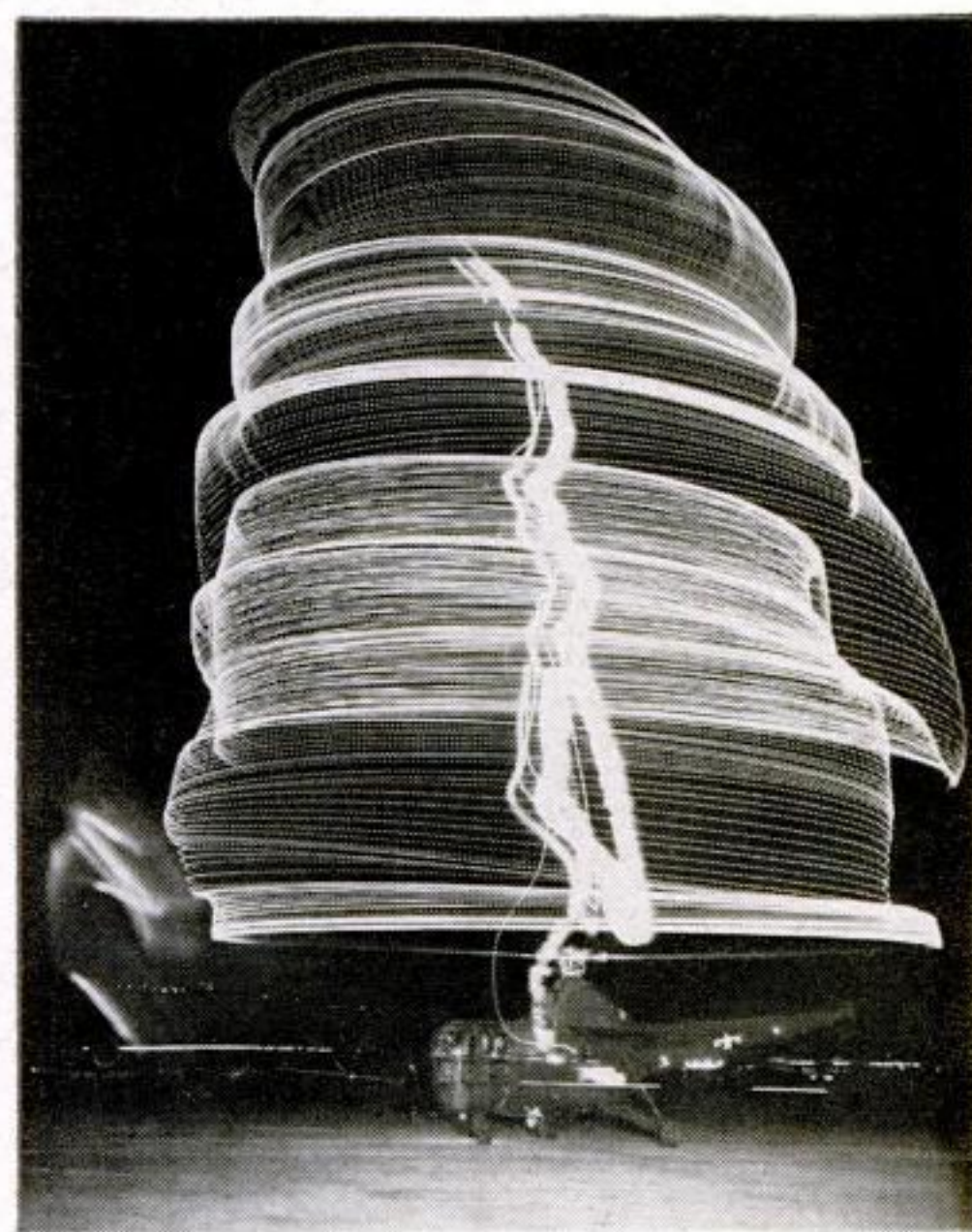
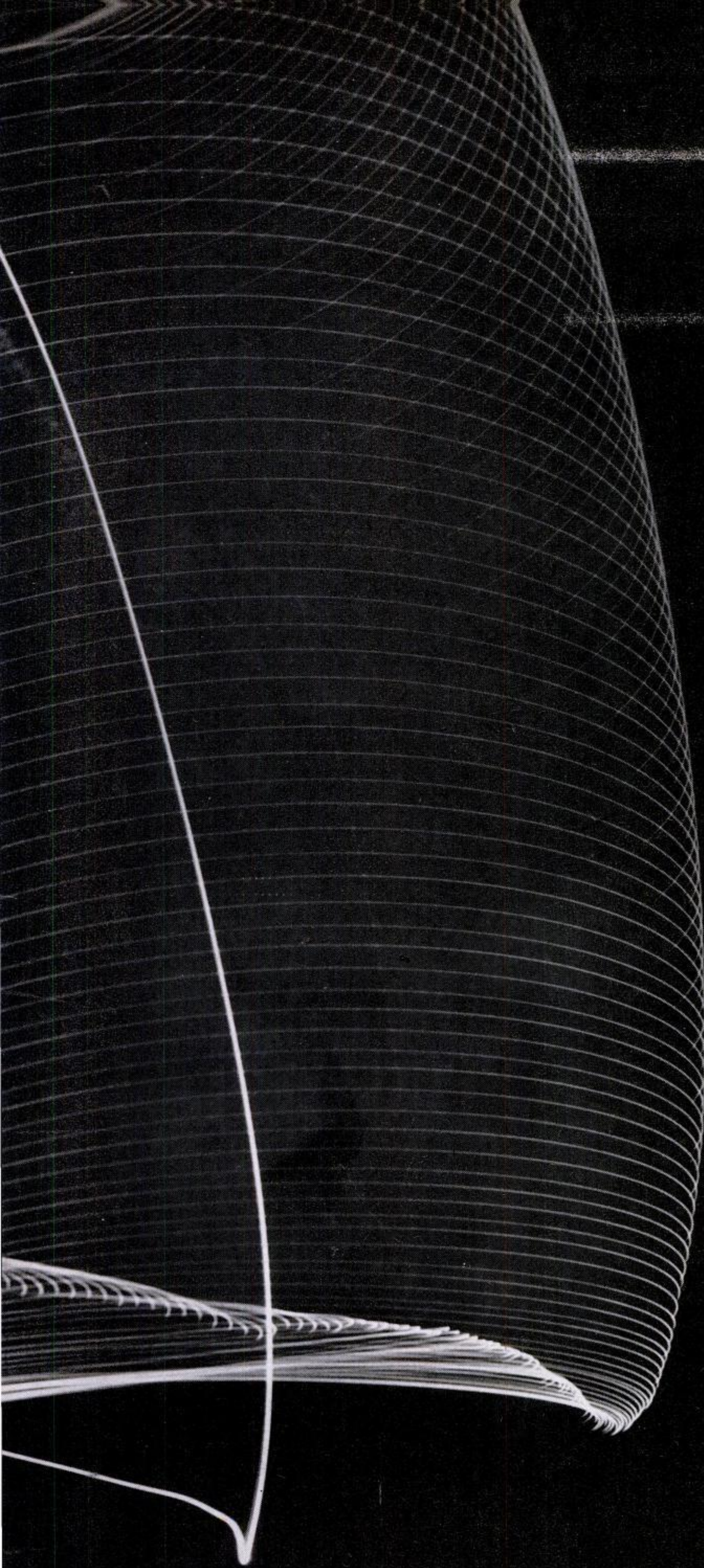
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NEWS PHOTOGRAPHER took this helicopter time exposure. Heavy streak (*center*) is engine's exhaust flame.

SPEAKING OF PICTURES

...WING LIGHTS TRACE HELICOPTER TAKE-OFF

The pattern at left, which looks like the big wobbly springs children play with, was made by a night-flying helicopter with lights on the tips of its rotor blades. The Navy uses the machine for experimental night flying and showed it off last month to news photographers who produced the photograph above. Seeing the picture, LIFE Photographer Andreas Feininger decided to work further with the device. He went to the Navy field at Anacostia, Md., had the helicopter faced to the right so that its exhaust flame (*above*) would not complicate the picture, opened the camera shutter. After 30 seconds he signaled the pilot to take off. With the shutter still open the camera recorded the gyrating blades as the helicopter rose, slipped forward, then rose again out of the picture. The heavy white line is a running light, which was obscured by a gas tank on the fuselage before the machine rose above the camera level. The large white ball near the top of the picture is the moon. "The effect," says Feininger, "was like Santa Claus going up the chimney."



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LIFE

Vol. 26, No. 9

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February 28, 1949

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LIFE'S COVER

The Dutch Boy pajamas worn by the little boy and girl on the cover are typical of the new costume clothes for children now sweeping the U.S. (pp. 97, 98). They are made by the Terry Trix Company of San Francisco, Calif., which was started by two sisters, Mrs. Sylvia Kipperman and Mrs. Minna Miller, after they wowed a group of polio-stricken children and their parents with some clown pajamas. Now the company also makes four additional designs which are sold by more than 500 stores. Modeling pajamas on cover are John Norwood and Pat McCrary whose famous mother, Jinx Falkenberg McCrary, was once a LIFE Cover Girl herself.



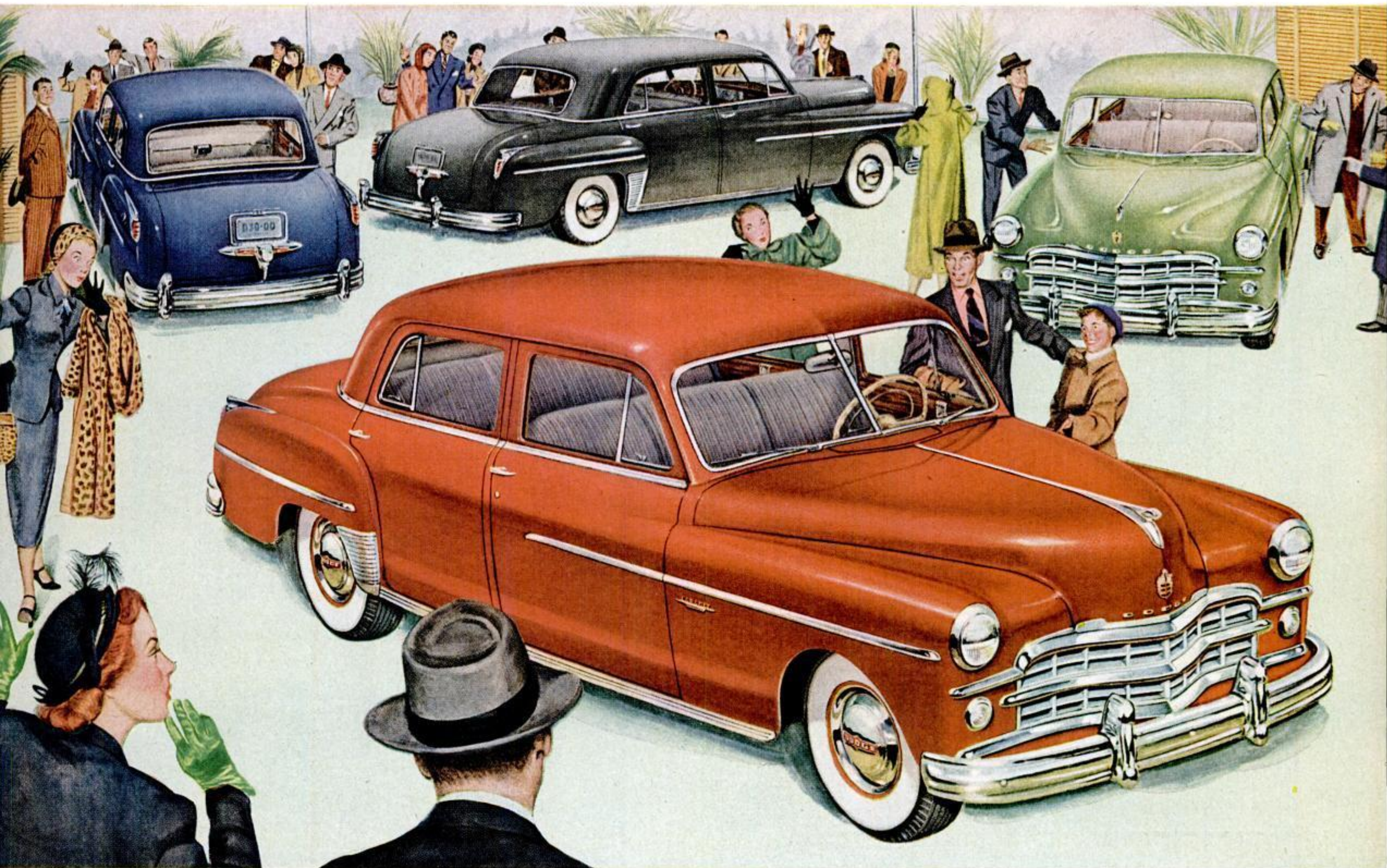
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You have a wonderful surprise coming — and you will be very happy that you waited . . . to buy a new Dodge.



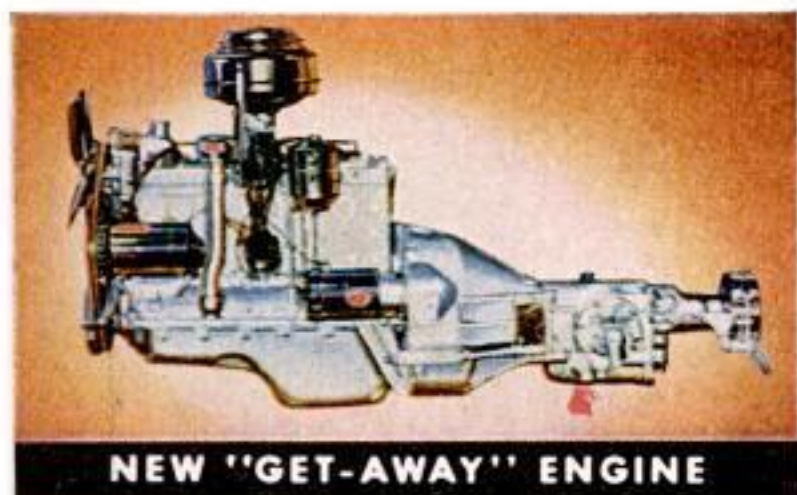
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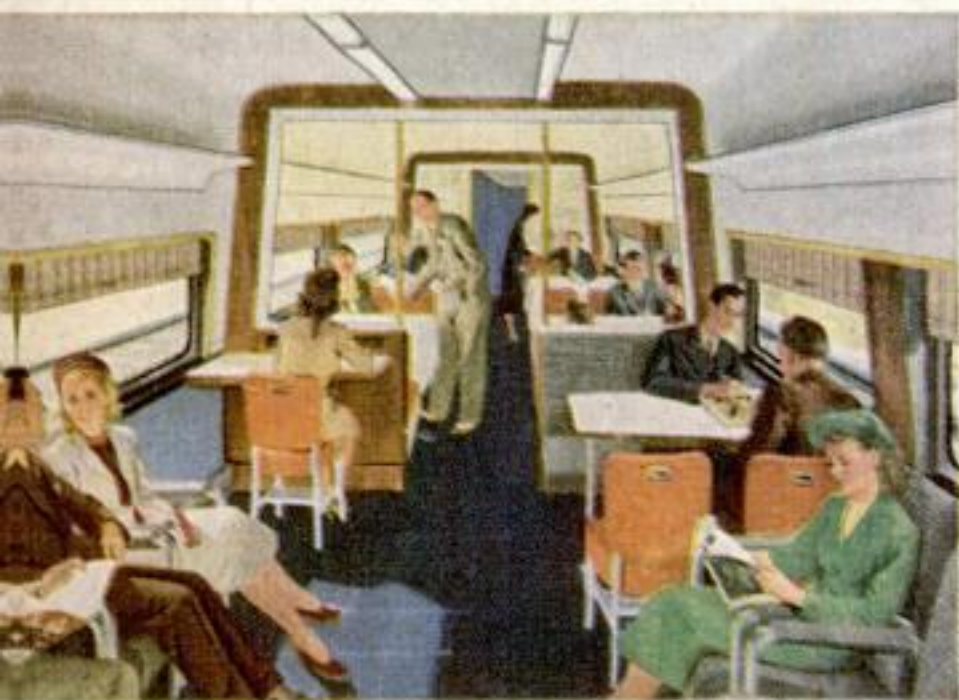
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FOR NATIONAL POTATO CHIP INSTITUTE A WAITER RUSHES STANDARD CONVENTION REFRESHMENTS BENEATH SIGN WHICH IS FAIR SAMPLE OF CONVENTION HUMOR

POTATO CHIPPERS HAVE A CONVENTION

Along about this time of year, when sales are in their post holiday slump and life is getting a little boring anyway what with all the snow and head colds, that peculiar American institution known as the business convention really comes into its own. All over the nation businessmen shuck their cares, pack their bags and light out to rendezvous with their colleagues—where for anywhere from a day to a week they have limitless opportunities to make speeches, contacts, publicity for their industries and a little mild whoopee for themselves. So widespread is this gregarious habit that the convention has itself become a billion-dollar industry. Last year no fewer than 6.5 million Americans spent that amount at no fewer than 22,000 conventions, held everywhere from Seattle, Wash. to some of the smaller towns on the east coast of Florida.

Of all convention cities the most successful is Chicago, where things were really humming last week. Chicago is close to the center of population and can truthfully brag that a railroad train arrives or departs every 44 seconds.

Moreover it knows a good thing when it sees it and has provided hotel rooms for 225,000 guests and 5,160 restaurants where they can eat without standing in line. On an average day Chicago plays host not to one but to three conventions, of everything from nut and boltmakers to orthopsychiatrists. One such convention held this season brought together 453 members of the National Potato Chip Institute, who chose the highly respectable Edgewater Beach Hotel and promptly gave the management some nervous moments. Like most conventioners they wore big buttons (proudly identifying them as "chippers") and assembled under a slogan boosting their business (*above*). They had their serious moments and their light ones (*pp. 20, 21*), and above all they had that convention indispensable, the press agent—a man who would gladly give his health, sanity or even life to get their meeting into the newspapers (*pp. 22, 23*). They had a wonderful time, got a few things accomplished and helped contribute part of the \$115 million that Chicago hotelkeepers, restaurateurs, night-club impresarios and merchants expect to make from conventions this year.



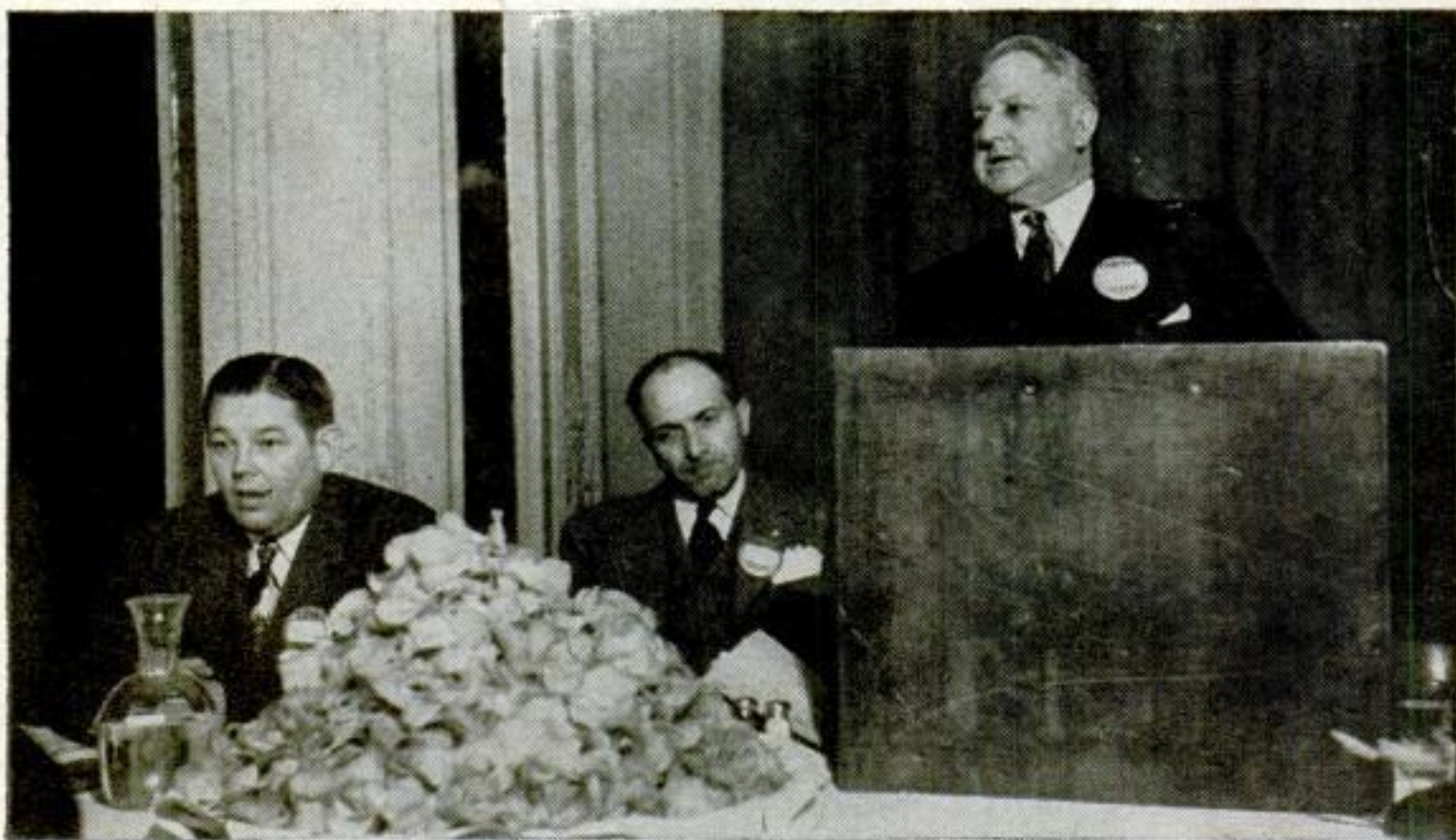
THE 2-LB. TIN, or large economy size, is worn as a patriotic gesture by guest as he arrives to register for convention. He is suburban Chicago branch manager for Jay's.



MILK DRINKING CONTEST is rite in which members married since previous convention have to take part, to the great delight of their colleagues and themselves. This

THE MEETING IS FUN BUT IT ALSO

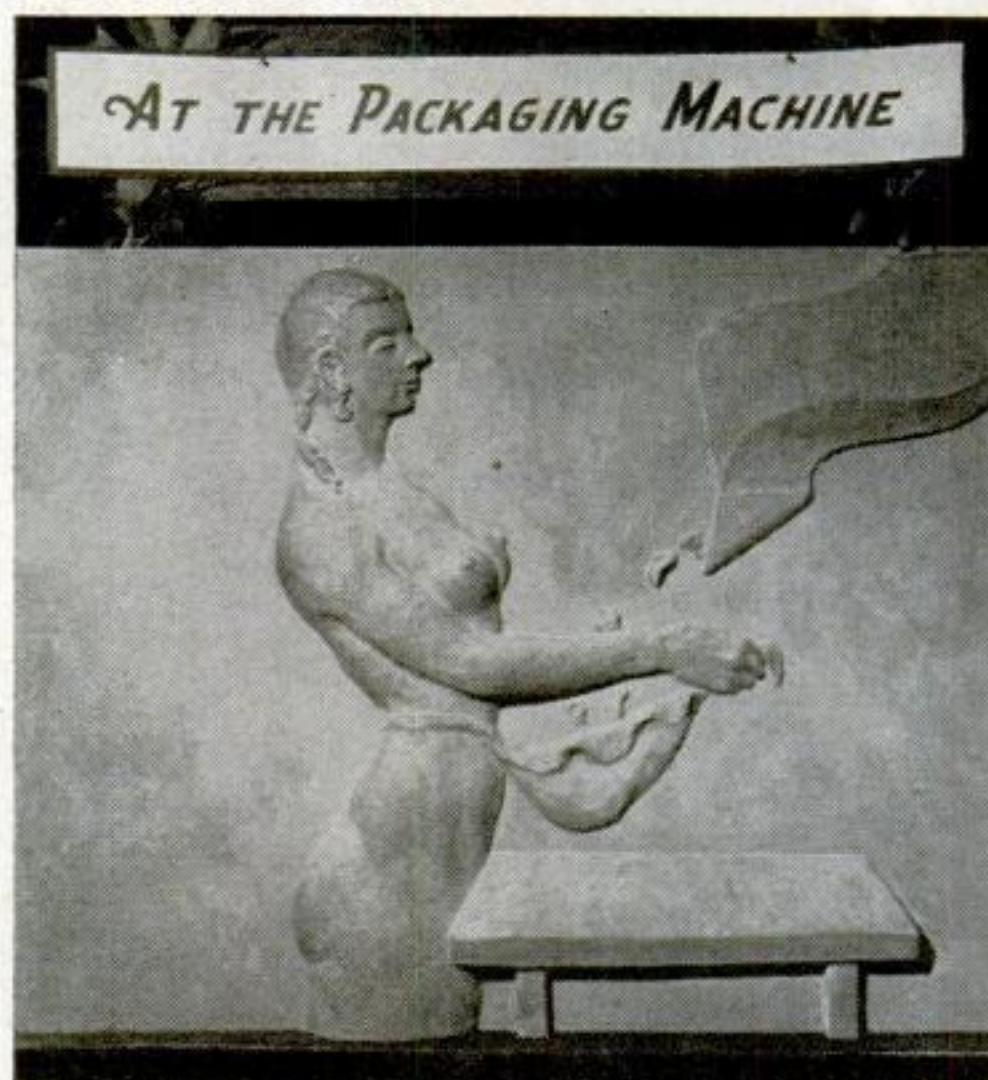
Though the convention is usually conducted in a carnival spirit, it is a lot more serious than a visitor from another planet might suppose. The businessman as often as not has built up both his industry and himself from the humblest of starts and is always eager to discuss improvements and common business problems with his fellows. The chippers were proud to hear statisticians report that their industry, which amounted to only a measly \$185,000 when chips were made by hand, has grown to \$300 million a year. (It has also made many chippers rich; one Atlantan who was a \$14-a-week route salesman in 1932 now does a \$6 million gross.) Moreover the industry was proud that a survey has proved that 80% of all chips are eaten at home, thus shattering the delusion that potato chips are only for barflies. William Yuen, who is in the picture at right, reported that he is having considerable success introducing the chip to



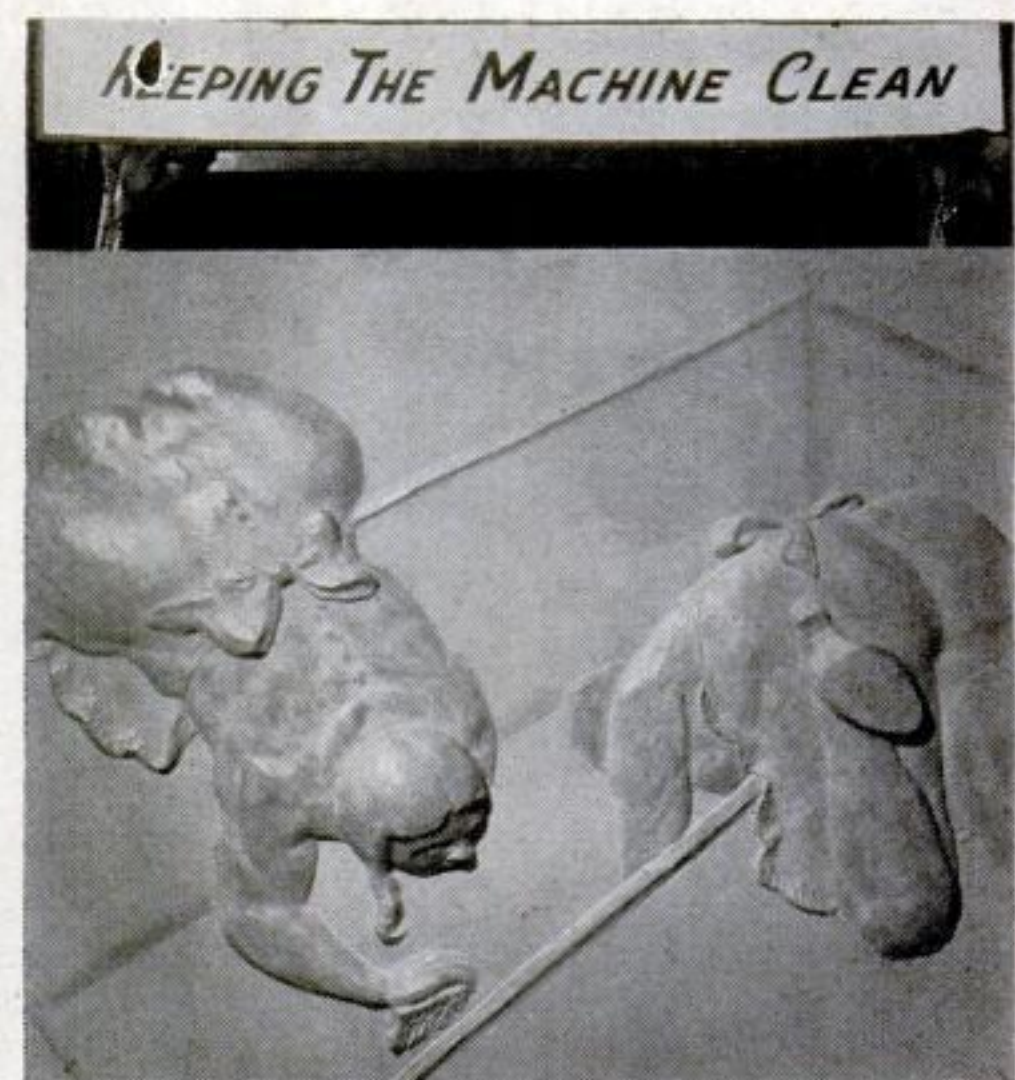
NEW PRESIDENT, FRED MEYER (LEFT) OF MADISON, WIS. LISTENS TO A SPEECH



BAS RELIEF, in an anatomical vein popular at conventions, helps a machine manufacturer attract visitors to demonstration booth. Automatic machines like one adver-



tised here are the backbone of the industry, in which a worker can now turn out 500 pounds of chips an hour instead of the 30 pounds maximum in the premechanized age.





year's newlyweds are, from left: the G. C. Mortons (Morton Foods, Dallas), D. W. Mike-sells (he is institute treasurer) and Ernie Strausses (May Potato Chips, Kansas City).



BIGGEST YUK of convention is provided by John McKenney of Humko shortening, who helps entertain guests at his company's cocktail party with this outrageous getup.

HELPS THE INDUSTRY MOVE AHEAD

Hawaii, and other members said they had received inquiries on manufacturing from as far away as South Africa. Retiring President Cyril Nigg disclosed that he had invented a noiseless way of eating chips (break them in half with the lips, then let them dissolve on the tongue) which opens up the possibility that chips may soon be sold in movie theaters. But of course the chippers did not spend all their time on facts, figures and manufacturing processes. The American convention is, among other things, a place where otherwise staid people indulge for a few days in antics that they will remember—with mingled delight, discomfort and disbelief—all the rest of the year. As the pictures at the top of these pages show, numerous chippers seized on the opportunity to do things they would never think of doing at home. This is in keeping with the philosophy of conventions, which maintains that it does a body good to let go once in a while.



FOUR MEMBERS EARNESTLY TASTE CHIPS MADE BY A NEW STAY-CRISP PROCESS



HOME ECONOMIST, Mrs. Florence La Ganke Harris, gives the assembled members some dramatic rebuttals against the slander that potato chips are fattening. Mrs. Harris



specializes in thinking up new recipes with uses for potato chips—like crumbling them into meat loaves and cookies or spreading them with cheese and anchovies for canapés.

Convention CONTINUED



CHEESECAKE WITH CHIPS is arranged by Press Agent Schechtman, who stands on ladder to supervise the

chipfall he dreamed up to embellish convention queen. The resulting photograph appeared in 600 newspapers.

THIS LOOKS SILLY BUT HAS A SERIOUS PURPOSE

The convention hero was Sid Schechtman, 29, who is to the potato chip what Steve Hannagan was to Miami Beach, or Omar Khayyám to the jug of wine. As partner in a publicity firm called Hickory Associates, he is a tireless declaimer of the theory that the potato chip is man's ultimate achievement in beauty, form and good living—and that further-

more it is at least as newsworthy as the North Atlantic pact. At the convention he lived on a mixture of whisky, enthusiasm, benzedrine and phenobarbital—and nearly blew out his fuses dreaming up stunts like these to get free newspaper space. When it was over he took his last remaining pill and collapsed in a corner, limper than a last year's chip on a foggy day.



WITH A NEEDLE AND THREAD Schechtman constructs his finest inspiration—a bra made of potato chips.



THE DARN THING FITS, he discovers, as he tries it on Model Pat Hunter, who was paid \$30 a day as queen.



AT BUSINESS LUNCHEON a chipper reaches loyally for the bowl of potato chips which stood in center of ev-

ery table at every meal. Like most conventioners chipper had filet mignon (\$10 a plate) at their biggest banquet.



HELPING HAND by Schechtman lifts queen into place on potato sacks for another publicity photograph shot.



FROM PRESS AGENT'S INVENTIVE BRAIN COMES
A SWITCH ON THE OLD-FASHIONED SACK RACE



STILT DANCERS celebrating the traditional Chinese New Year joined in a parade welcoming the Reds enter-

ing Peiping. The fierce-looking leader, who represents a fisherman of ancient Chinese folklore, and the others be-

hind belong to Peiping's Bathhouse Guild. Street crowds showed more interest in dancers than in the Red victors.



PARTY WORKERS PLAY UP MAO TSE-TUNG AS HERO

THE COMMUNISTS OCCUPY PEIPING

The Chinese Red army marched into the greatest of China's cities, Peiping, when January was fading into February and China was celebrating its New Year. First pictures of the event—an impressive exhibition of Communism's spreading power in Asia—arrived in the U.S. last weekend. They were taken for LIFE by Correspondent James Burke, who tried for two weeks to find a way to send them out.

The conquerors came unannounced with a brass band leading them. Peiping's citizens were curious but calm, and local Communist organizers were embarrassed by the lack of any advance notice. Foreign spectators thought that the fur-capped troops from Manchuria were the best Chinese army they had ever seen. The troops behaved perfectly and showed off a wealth of captured and surrendered American equipment. The Red propaganda corps followed, spreading Marxist dogma. Students began dancing the peasant *yang ko* in the streets. But the best part of the show was in the pre-Communist tradition. The members of the Peiping Bathhouse Guild, who always go dancing on stilts during the New Year holiday, got out and joined the welcome (*left*).

The hero was not Stalin. He was the Chinese Communist leader, Mao Tse-tung. Party workers carried his portrait through the streets (*above*) and hoisted it to the towering main gate of the Imperial City. Stalin's picture did not appear, and some people thought this supported a growing belief that Mao may be a Chinese Tito.

The big spectacle was hardly over before the city's new rulers arrived and warmed up to their work. They ordered local merchants to cut prices 10% and fanned the fires of anti-U.S. propaganda—which diverts local minds from local problems. Handling Peiping's problems will not be easy. The new mayor, General Yeh Chien-ying, told the municipal workers he inherited from the Nationalists, "We have been living in the hills. We know much less about city government than you gentlemen . . . I often make mistakes and I welcome correction. But I would not welcome criticism chalked on the toilet wall."



RED VANGUARD marches into Peiping without fanfare except the music of its own brass band (*background*).

Wary soldier walking toward camera advised LIFE's photographer to quit taking pictures of the arriving troops.



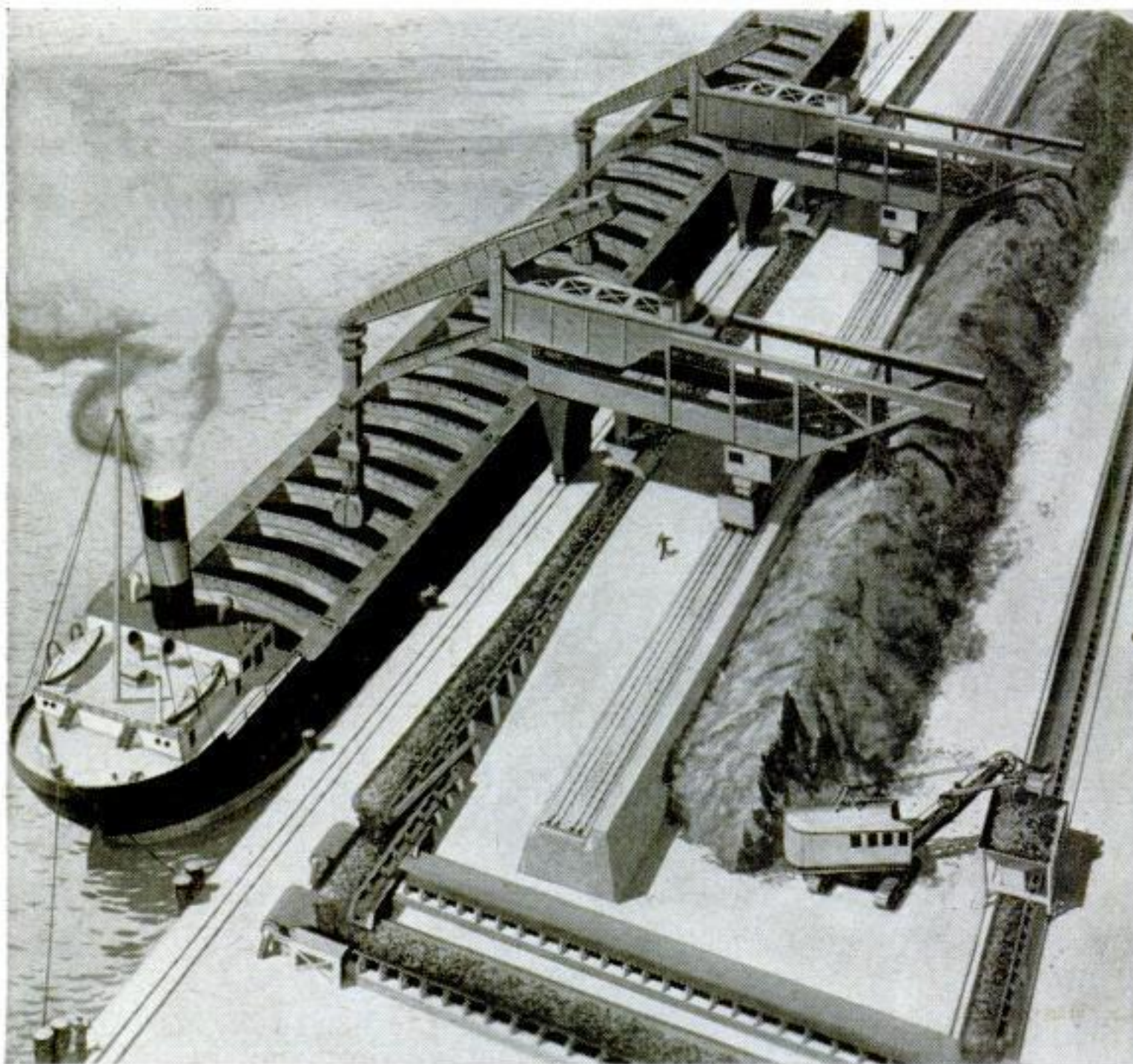
MANCHURIAN INFANTRY, wearing characteristic Red Army battle packs, arrives for garrison duty. Peiping

party workers (in trucks) were caught flatfooted when army commanders failed to advise them of their plans.

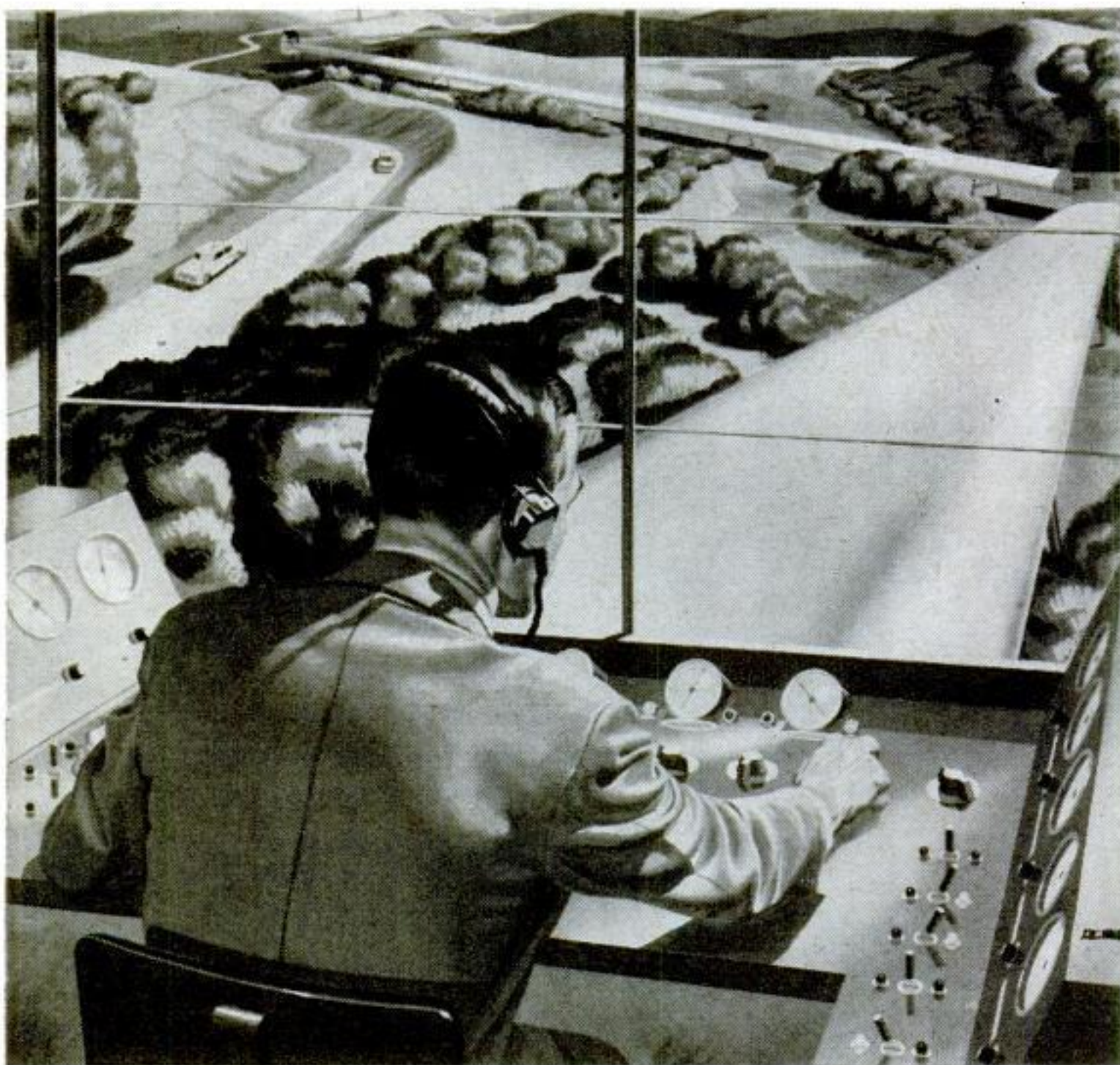


PROPAGANDA CORPS follows the infantry in American-made trucks captured by Reds from the Nationalist

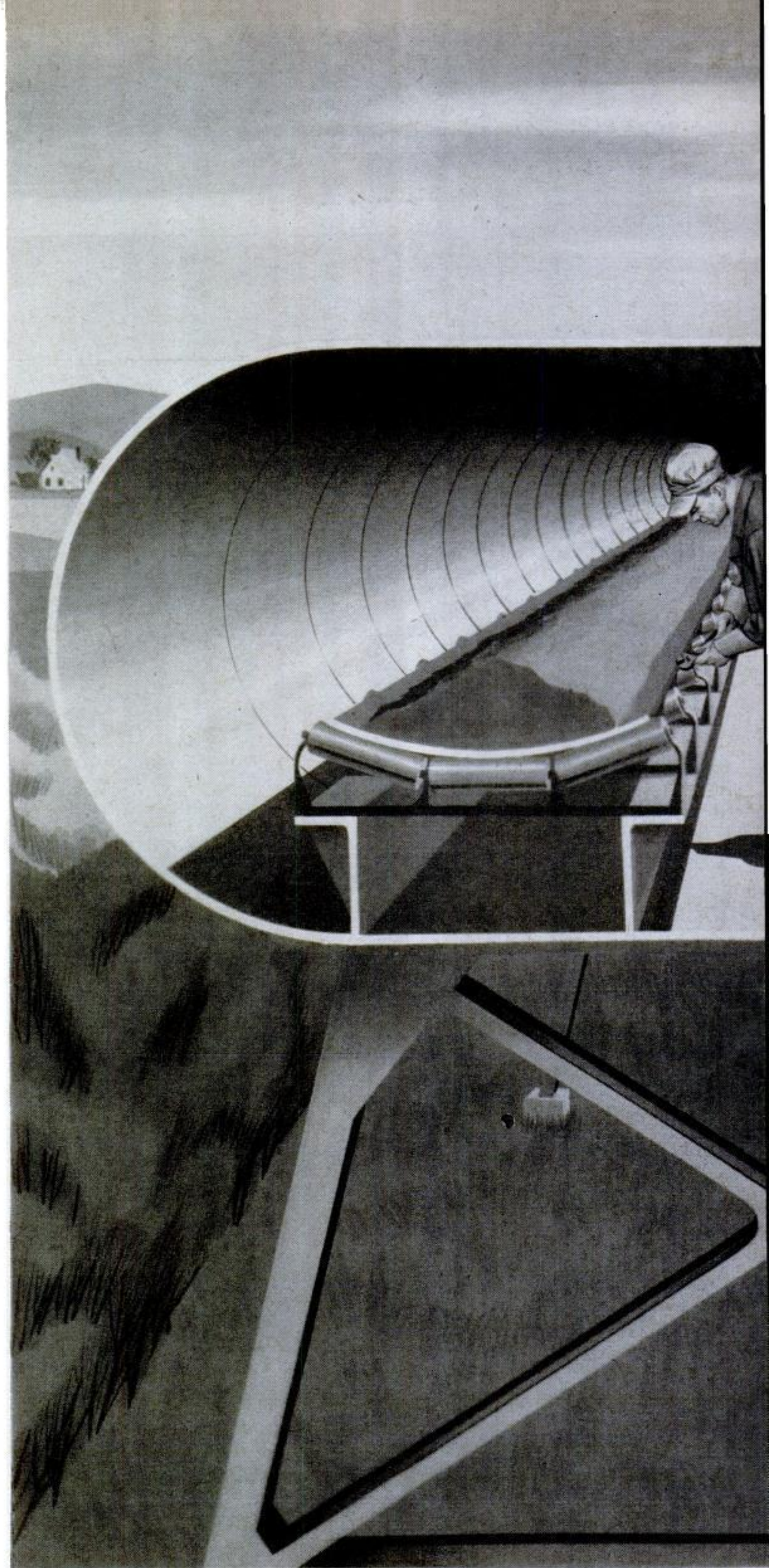
army. Their handbills, denouncing U.S. aid to the Nationalists, are grabbed by sympathizers and curious citizens.



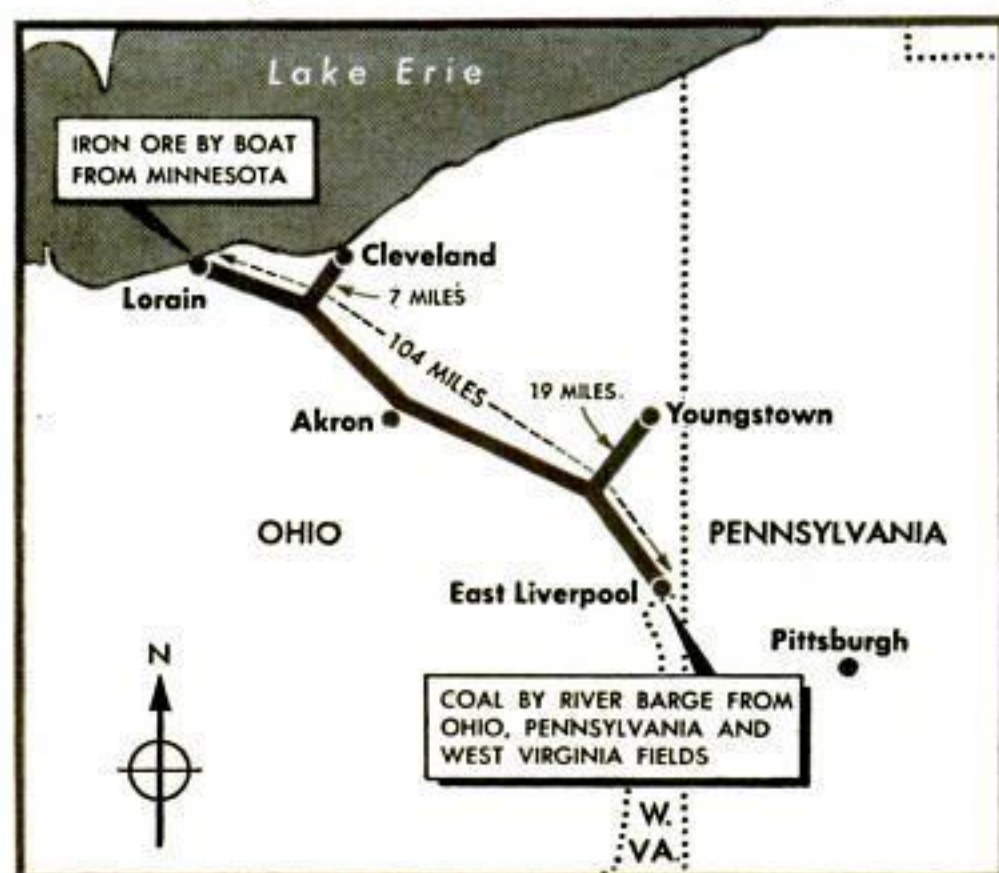
AT THE LAKE DOCKS, the plan proposes, ore would be unloaded, then carried to a stock pile by small conveyor belts. The boat would then load with coal in eight minutes.



ALONG THE ROUTE five push-button booths would control the flow of ore and coal. The electric eyes inside the tube would spot any trouble and stop the line immediately.



INSIDE THE BIG TUBE a center walk for the workmen would be provided between the two moving belts. Here coal (right) is going north, iron ore south at the rate of 7 mph.



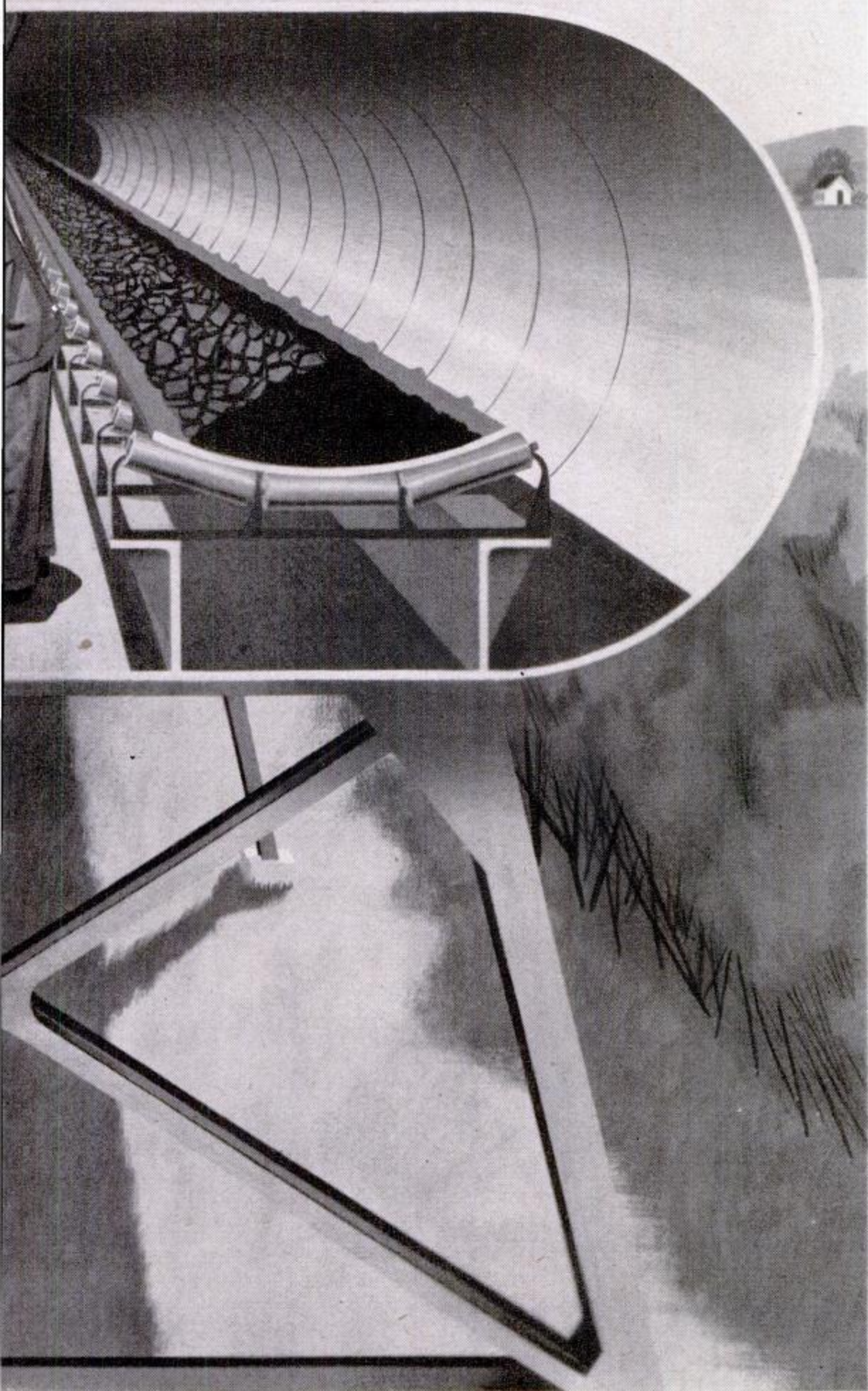
BELT WOULD COVER AREA SERVED BY SIX RAILROADS

A CONVEYOR BELT IS PLANNED

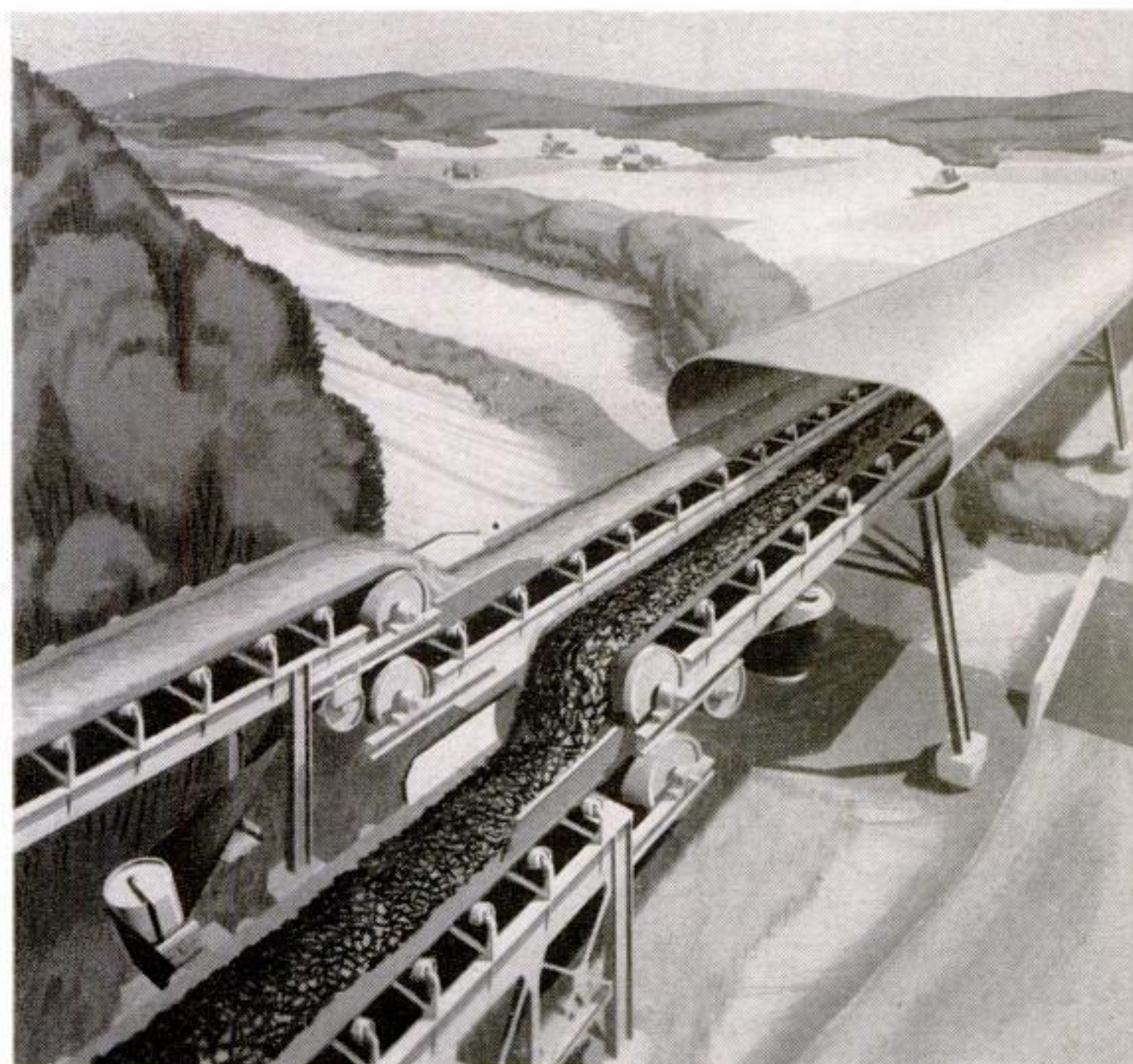
Ever since the war industrialists in Ohio, West Virginia and Pennsylvania (the "American Ruhr") have worried about rising costs in rail transportation. Steel plants, located near source of coal supply, still have to bring iron ore through Great Lakes by boat and across country by rail. Similarly the coal not needed for steel travels by rail to Lake Erie ports and to factories farther north in the ore boats. How might the cost of these shipments be reduced?

What might seem to be a fantastic solution to this problem came on Feb. 10 when H. B. Stewart Jr.,

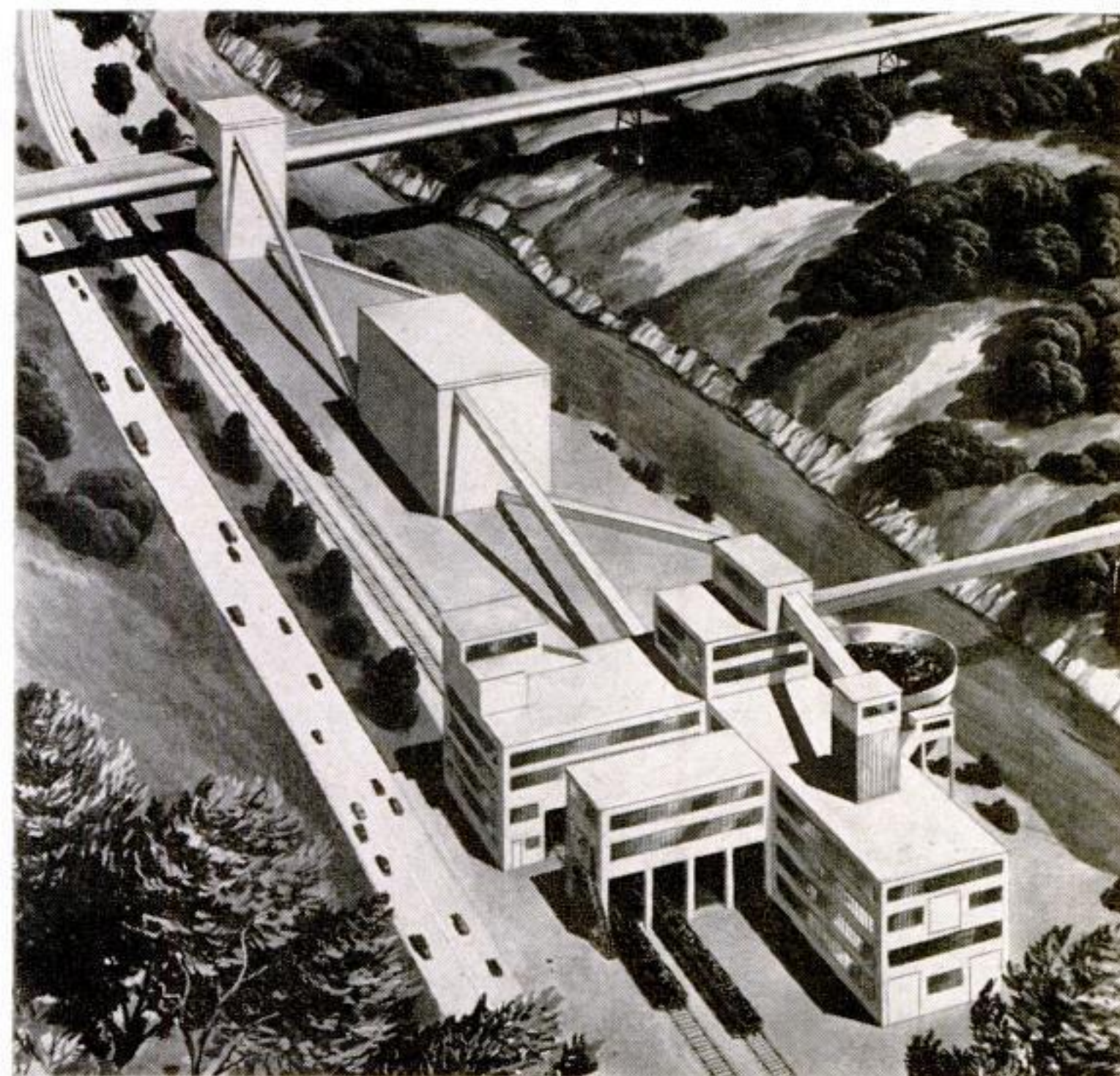
president of the Akron, Canton and Youngstown Railroad, revealed an imaginative plan for the "railroad of tomorrow." As these drawings show, the "railroad" would have neither rails, locomotives nor cars; it would be the world's longest conveyor-belt system. It would stretch across 130 miles of the countryside, from Lake Erie at Lorain, Ohio to the water and rail terminals at East Liverpool on the Ohio River and have spurs running to Youngstown and Cleveland (*map left*). It would have constantly moving belts with a maximum of 48,700 tons of coal



Note how the slanted rollers keep the belt concave, prevent the coal and ore from sloping over sides. Covering over belts would keep them rolling despite rain, snow or sleet.



RELAY POINT is shown in this cutaway drawing. Ore (*left*) falls on another belt going south, coal on belt going north. Belts turn around drums, return on other side of tube.



AT COAL-WASHING PLANT near Ohio River terminus some of the coal would be cleaned before starting north (*background*). Ore goes on to a nearby distribution point.

AS "RAILROAD OF TOMORROW"

at a time tumbling northward while 77,300 tons of iron ore poured southward.

The possibilities of this system, Stewart claimed, would be enormous. The flow of coal and ore could reach 60 million tons per year, and would cost less than 40 million tons moved by the railroads at present rates. The plan would cost \$210 million to build. And it would assure steel mills a steady flow of raw materials. Besides the conveyor belts, the system would include modern docks at the lake terminal (*top left*), a new coal-washing plant (*right, center*).

But however ambitious Stewart's plan, he still faces some formidable obstacles. To get the land he needs, Stewart must push a bill through the Ohio legislature establishing his new company (Riverlake Belt Conveyor Lines, Inc.) as a common carrier with right of eminent domain. And since one belt load would fill 21 freight trains, railroads affected would lobby strongly against the plan. Also financing was not completed. Nevertheless Stewart, who built his railroad into one of the best short lines in the U.S., thinks he can have the coal and ore moving in 1953.



A.C. & Y.'S PRESIDENT STEWART PROPOSED THE BELT



GALAXY of M-G-M stars and executives looked down on the awestruck salesmen and newspaper men in foreground. Some stars came in costume directly from sets on which they were working. First table (left to right): Lionel Barrymore, Marjorie Rambeau, Ethel Barrymore, Leon Ames, Wallace Beery, Amanda Blake, Spring Byington, Gladys Cooper, James Craig, Donald Crisp, Gloria DeHaven, Arlene Dahl, Jimmy Durante, Ava

Gardner, Clark Gable, Judy Garland, Fred Astaire, Betty Garrett, Errol Flynn, Greer Garson (dressed for *The Forsyte Saga*), Thomas Gomez, Kathryn Grayson (*Midnight Kiss*), Jennifer Jones (*Madame Bovary*), Van Heflin, Katharine Hepburn, Lena Horne, Tom Helmore, Claude Jarman Jr., Buster Keaton and Lassie. Second table: Howard Keel, Christian Kelleen (*Madame Bovary*), Gene Kelly, Deborah Kerr, Angela Lansbury,



REIGNING BEAUTIES Kathryn Grayson (left) and Jennifer Jones gossip across an empty place against a star-

studded background. The meal featured stuffed squab, chocolate ice cream molded into the shape of Leo the Lion.

GOOD NEWS FROM M-G-M gives stars stuffed squab

Metro-Goldwyn-Mayer, great maker of movies, is 25 years old this year and is celebrating its silver anniversary as if it were one of its own supercolossal productions. The most spectacular episode in the celebration so far was the Lucullan lunch pictured here. Eighty-one sales executives from all over the country were invited to the M-G-M lot and sat down at long tables in the middle of one of the great sound stages. Then, while the band played airs from M-G-M musicals, in filed 58—count them—58 stars, all under contract to M-G-M or making pictures for it. They sat down in raised tiers facing the guests. Above the stars sat the big brass of the company, and above them was heaven—a violently blue sky used as a backdrop in an Esther Williams picture.



Mario Lanza (*Midnight Kiss*), Janet Leigh (*The Forsyte Saga*), Jeanette MacDonald, Frank Morgan, Monty Stratton, Agnes Moorehead, Ann Miller, Jules Munshin, J. Carroll Naish, Reginald Owen, Red Skelton, Alexis Smith, Mary Jane Smith, Dean Stockwell, Lewis Stone, Clinton Sundberg, Audrey Totter, Spencer Tracy, Frank Sinatra, Walter Pidgeon (*Madame Bovary*), Esther Williams, Beverly Tyler, Robert Young. At the top

table were executives: Morton A. Spring, J. J. Maloney, Burtus Bishop Jr., John P. Byrne, Edward Saunders, Louis K. Sidney, Lawrence Weingarten, Howard Dietz, Dore Schary, William F. Rodgers, Big Boss Louis B. Mayer, Arthur M. Loew, Edward J. Mannix, Joseph Schenck (20th Century-Fox), Benjamin Thau, Charles P. Skouras (Fox theaters), J. J. Cohn, George A. Hickey, Kenneth MacKenna, Rudolph Berger, Howard Strickling.

YOUR BOSS, LASSIE

and big plans on its 25th birthday

More important for the visiting salesmen than all the show of stars and squab was a speech by Dore Schary, the highly touted new production boss, who promised that M-G-M was going to buck the tide of the depression that has been worrying Hollywood for months. The new production schedule calls for 67 pictures in the next 12 to 15 months compared to 24 in 1948. The fare will be more varied than under Louis B. Mayer, who went in for a steady diet of dogs, babies, sentiment and sex. Under Schary there will also be films about war, minorities, lynchings. But the tried and tested formulas will not be abandoned. Of a picture starring Clark Gable as a bigtime gambler, Schary said, "If we can't make money with this one, fellows, we all better go back to vaudeville."



REIGNING CANINE Lassie, one of M-G-M's most dependable moneymakers, had table to himself. (Despite his

name, Lassie is a male.) Used to the strange goings on of humans, Lassie sat quietly, had a modest meal of dog food.

BELIEF IN AMERICA

IT IS TIME FOR EUROPEANS TO ASSUME THAT AMERICANS KNOW THE SCORE AND WILL DO THE JOB

Right now the anti-Soviet world needs a large dose of belief in America. It needs a belief, not just a hope, that the U.S. purposes to stand four-square against the further advance of Communism and Soviet power. It needs a belief that the U.S. is ready to protect its friends from the all-too-possible consequences of a friendship which pits them against the Soviet Union. The world, quite simply, needs a belief that the U.S. is willing to fight when, as and if fighting is necessary.

Any good editorialist of our persuasion should know what to say next—that the U.S. must therefore “do something” to instill this belief in the rest of the anti-Communist world. But this time we are going to fool everybody and come up with a different pitch. We hold that it is time for a good many other countries to “do something” about their chronic disbelief in the firmness and consistency of American purpose abroad. We hold that the U.S. in recent years has done a great deal—more than any other nation of history has done in equivalent ways—to earn the general and continuing confidence of the countries which we have in mind. There are pleasing indications that distrust of America in these countries has somewhat abated, but like an old habit it still persists.

An Assumption for Adults

We speak here of Western Europe; we are all too aware that in Asia the asinities and equivocations of American policy and performance have richly earned a vote of nonconfidence. But Europe is the cockpit chosen by our statesmen and strategists for the main contemporary struggle to halt and turn back Soviet power, and as it happens Europe is also the principal center of doubt and continuing uncertainty about the aims and dependability of American policy. The historic European assumption, once justified but now outmoded, is that the U.S. will hesitate, duck and probably leave its friends in the lurch when the going gets tough. We think it is time for our European friends to follow the lead of their more discerning statesmen who are beginning to recognize the U.S. as an adult (if still imperfect) power in world affairs. We think the U.S. is now entitled to the assumption that it will recognize its own and its friends' true interests, act boldly to protect those interests and in any final crisis exert on its own and its friends' behalf a strength which they no longer possess.

Some of the news of the past fortnight may make this seem a singularly inappropriate time for such assertions. Secretary of the Army Kenneth Royall, visiting Tokyo, set the Pacific world on its ears with some nitwitted remarks to the effect

that a withdrawal of U.S. military forces from Japan “might not make much of a difference” and that the recent “political changes” in collapsing China might even be “for the better.” (Royall later denied saying these things. But according to several reliable correspondents who were present at a “background” session, he did say something of the sort and encouraged them to report the essence of his conclusions after he had left Tokyo—without, of course, using his name.) The natural result was that Australian newspapers screamed “ALONE IN THE PACIFIC” and Europeans wondered afresh whether the U.S. could be relied upon anywhere. The cables were still hot with Secretary Royall's colossal indiscretion when the U.S. Senate got to talking about the pending North Atlantic pact, which if it means anything will commit the U.S. in a political and military alliance with most of Western Europe. Up popped the U.S. Constitution and its rigid proviso that only the particular Congress of any particular time has the power “to declare war.” That being so, how could the U.S. bind itself in advance to go to war in defense of the “North Atlantic community”? The only possible answer was that it could not specifically do so—and even Senator Vandenberg, whose great resolution of June 11, 1948 inspired the North Atlantic pact, had to say as much to his sensitive colleagues. That picturesque old disaster from Texas, Chairman Connally of the Foreign Relations Committee, compounded the alarums in Europe with his unnecessary remark that the U.S. is no Sir Galahad in world affairs, and that Europe's quarrels are not our business anyhow. (Like Royall, “Long Tom” later tried to pull his feet out of the mud, but the damage had been done.)

“With Overwhelming Force”

We have no apology for Secretary Royall's inept performance in Tokyo. At the very least he failed in the cardinal duty of any responsible official to make himself properly understood.

As for the Senate debate, we do not here propose a dissertation on the Constitution and its lacks. We simply commend a colloquialism favored by an earlier American generation. “What's the Constitution between friends?” Americans used to inquire. With all respect they were saying that while the Constitution forbids a lot of things (thank God!), it also *permits* practically anything that seems necessary to the devisive and ingenuous Americans who live under it. Among other things it has allowed the chief executive of the U.S. a phenomenal range of discretionary power unmatched by any other head of state (including Stalin, who has his Politburo) in the world today. Given patience, understanding and faith in the driving purposes and directions of American policy, it will in due course allow President Truman to fulfill the aim he recently stated for the North Atlantic pact—to “make it sufficiently clear, in advance, that any armed attack affecting our national security would be met with overwhelming force.”

The Record Speaks

In the past two years or so this country has produced and implemented the imperfect but well-aimed Truman Doctrine for Turkey and Greece. It has produced and implemented the Marshall Plan for Western Europe. Its statesmen have successfully freed themselves from the paralyzing four-power harness fastened on them at Yalta and Potsdam. It has begun to arm some of its European friends (notably France) and proposes to arm them all within the practicable limits of good sense and available U.S. supply. It has pressed them toward military union, and before 1949 is out the U.S. may very well be represented at the top of that union's command system. Thanks to the large executive powers of the U.S. president, American military planes now patrol the skies of Europe, and American ships of war make their home in the Mediterranean. At Berlin, the point of deepest crisis in 1948, the U.S. stood firm and won a great victory with the pouring of its resources and skill into the magnificent airlift.

Surely the country which has done these things is entitled to the confidence of Europe. In the field of European policy and responsibility the government which has done these things is also entitled to the confidence of Americans. It is a confidence which, if given, will inevitably and often be strained by the play of our congressional and constitutional processes, and by the bumbings of individual officials. But the U.S. record of the past two years in European policy and performance overshadows and minimizes these hazards. It is a record which justifies a belief in America.

FAITH IN AMERICA

Harking back to the ways and days of his boyhood, General Dwight D. Eisenhower said in a Lincoln's Birthday speech:

“In those days we didn't hear so much about the word security, personal security through life from the cradle to the grave, some kind of assurance that we were not going to have to go out with a tin cup or sell apples on the streets. But there was constantly around us the right and the opportunity to go out and do better for ourselves. And I believe that came about because of the character of the country in which we were raised and in which you are raised. I do not mean the character in terms of cities, vast resources and in every other way. I mean the system under which we live. It is a free system that gives to each of us of any religion or of any location in that country the right to do something for himself. He has the right, and the opportunity is always there. . . .”



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 Campbell's Vegetable Soup
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Its homey beef stock and its fifteen different garden vegetables make a soup women call "almost a meal in itself." Are you serving this soup often?

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Campbell's
CHICKEN NOODLE SOUP

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...these MAIN-DISH SOUPS

They'll help you feed
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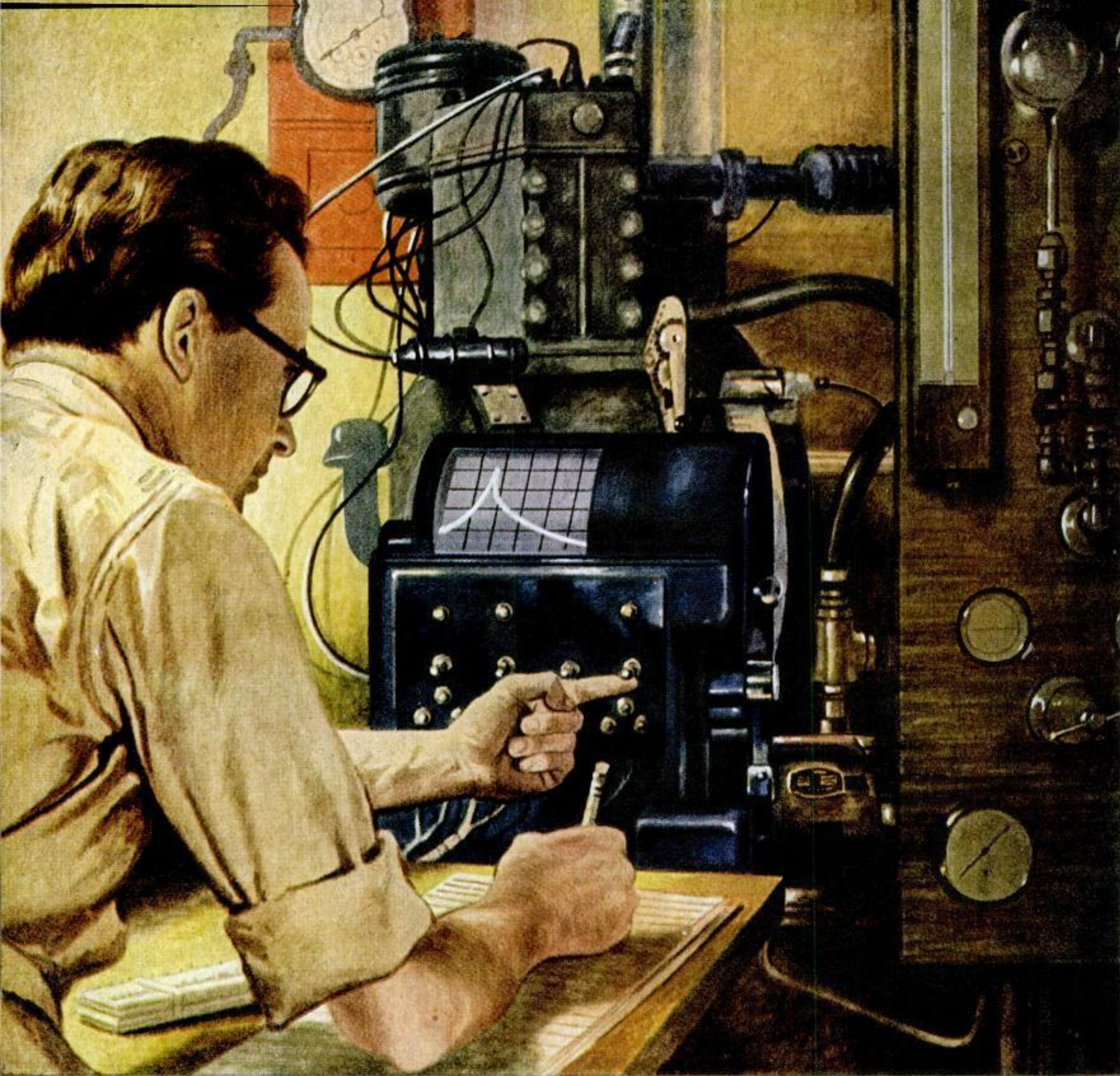
A SATISFYING LUNCH
 Campbell's Scotch Broth
 Peanut butter and jelly sandwich
 Baked apple
 Cookies

Here's a rugged meat-stock soup—adapted from a favorite dish of Scotland. It's filled with garden vegetables and tender pieces of mutton.

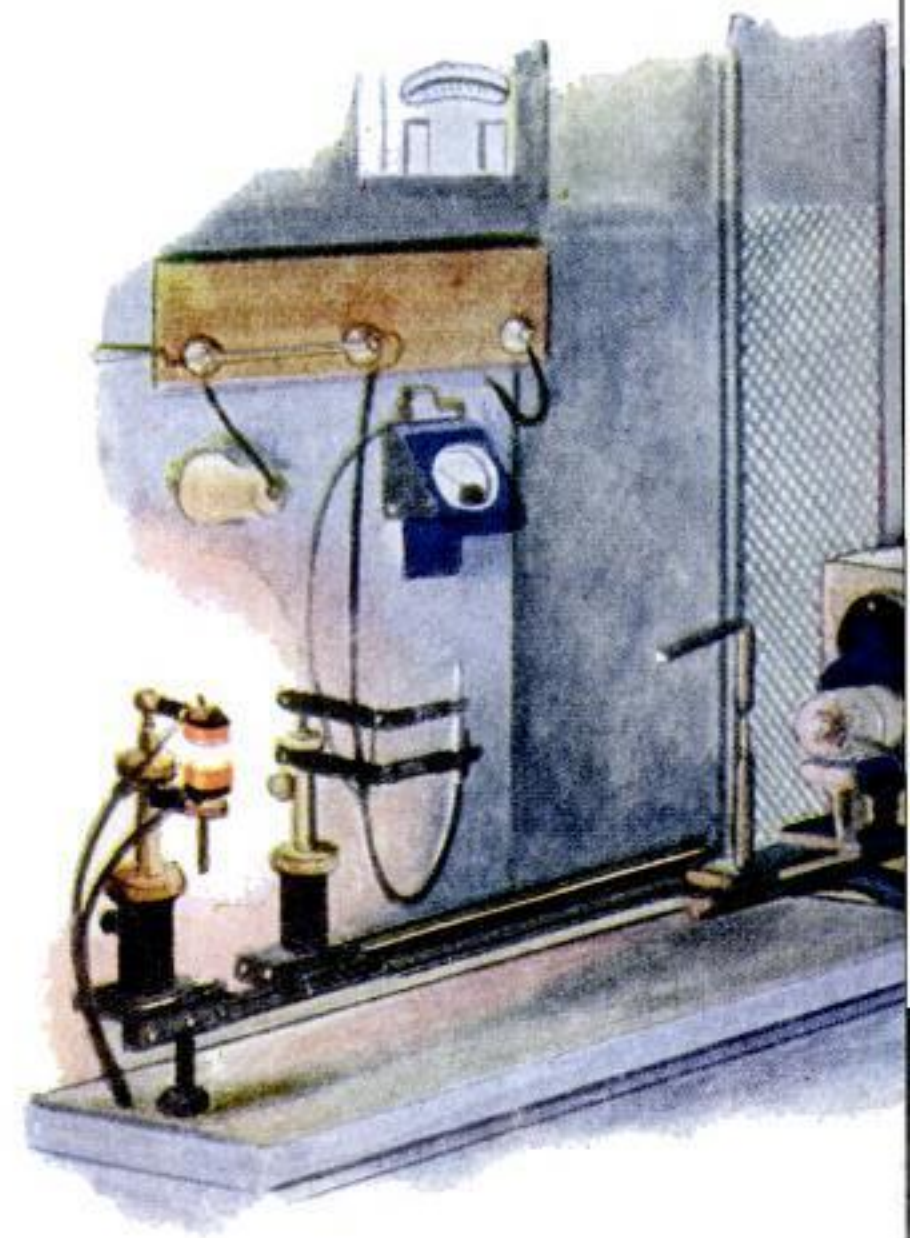
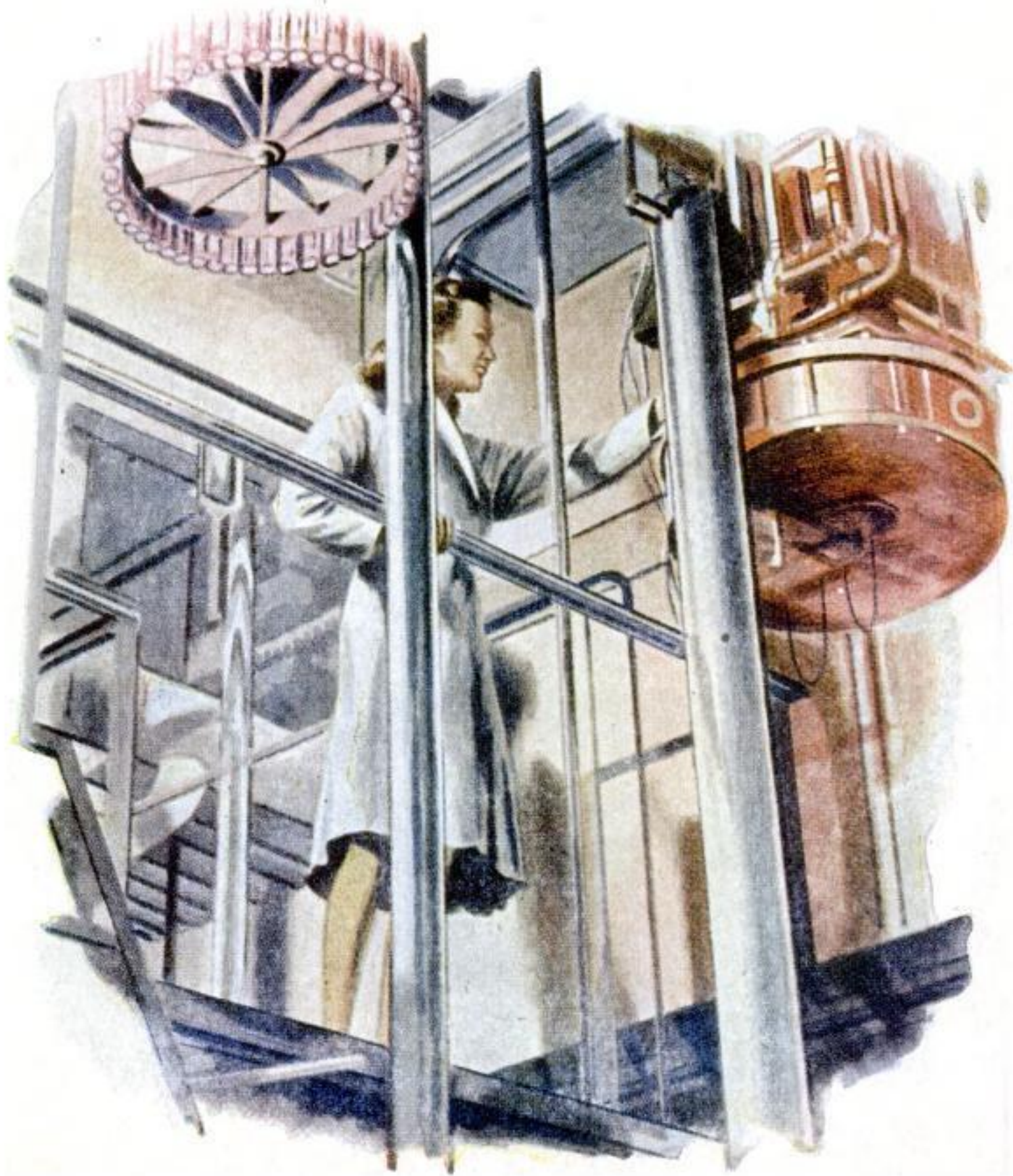
Campbell's
SCOTCH BROTH

LOOK FOR THE RED-AND-WHITE LABEL

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GM RESEARCH considers one of its most important projects the continual 33-year-old study of fuels and engines — the purpose being greater fuel economy, plus better performance. Above is an instrument that enables GM men to see what happens when fuel burns inside a cylinder. Below — a gasoline distillation column used in studying advanced fuels.



Key to

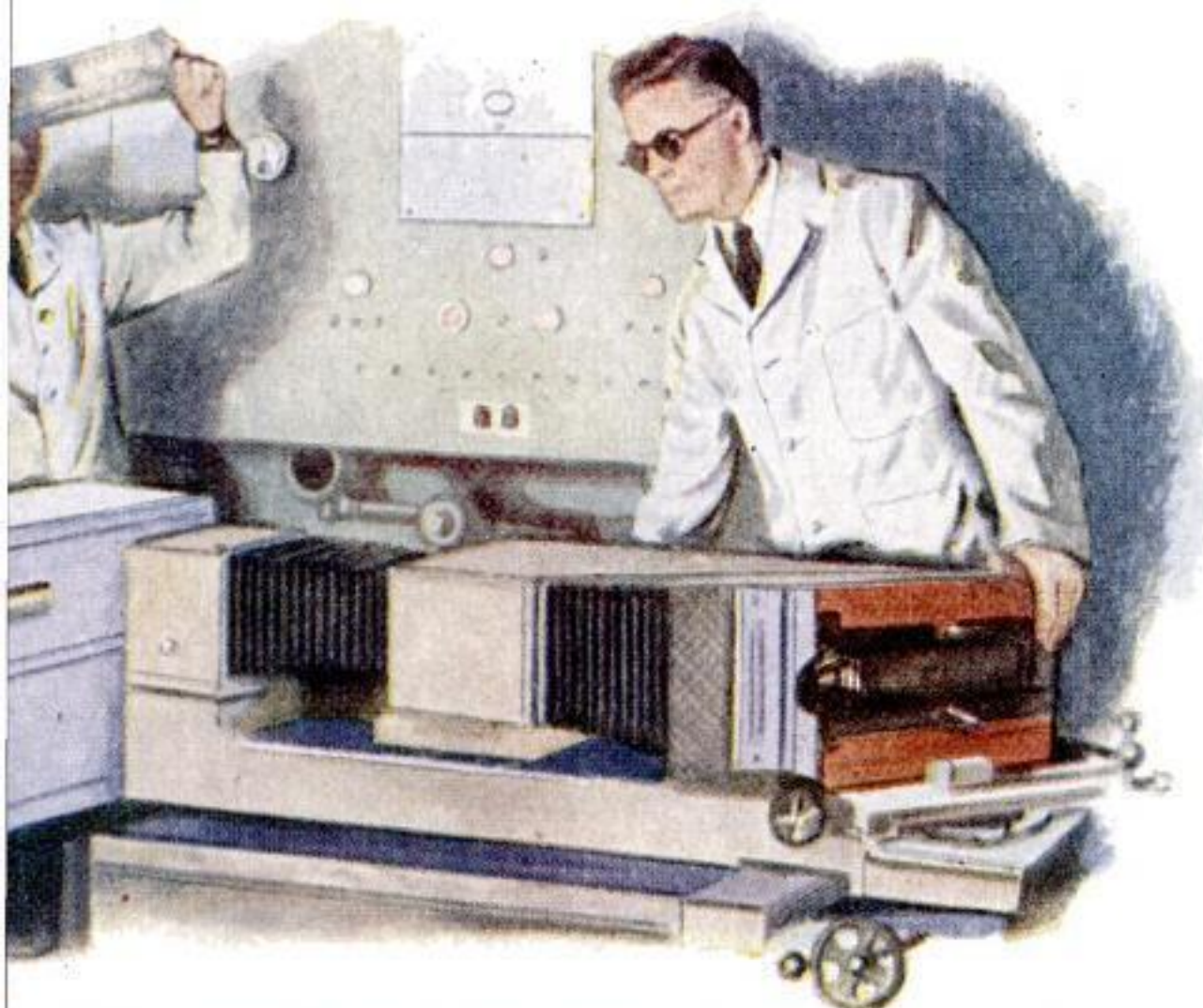


THE KEY TO A GENERAL MOTORS
CAR

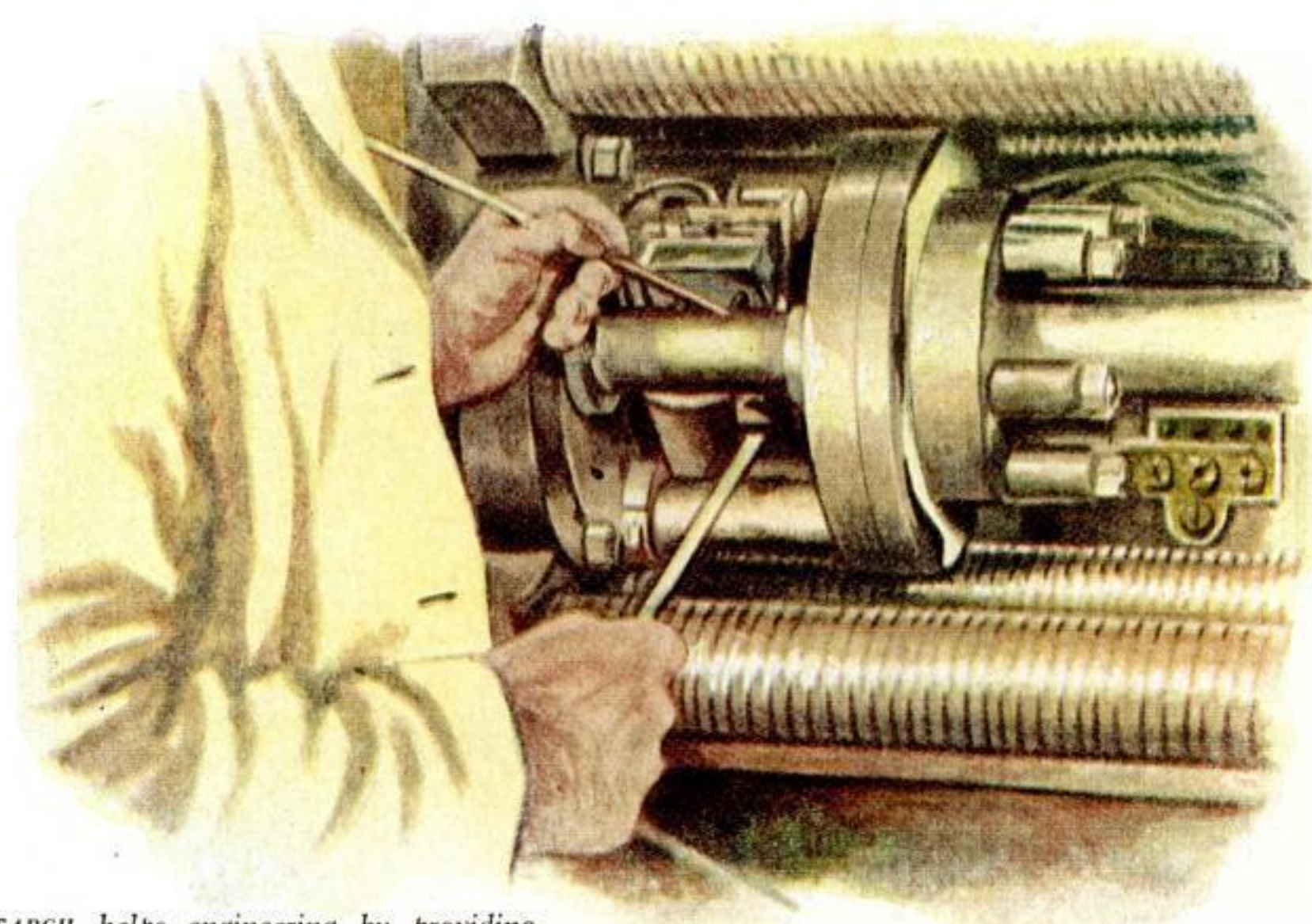
*Your key to
Greater Value*

CHEVROLET

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GM RESEARCH discovers new facts about the metals out of which cars are made — using invisible light and the ultraviolet spectrograph shown here. The results? Better control in quality of materials, leading to more trouble-free miles for your car.



GM RESEARCH helps engineering by providing invaluable data on fatigue tests — showing how long materials can "take it" — to improve car durability.

GM RESEARCH helps production with special balancing machines for crankshafts and dozens of other rotating parts — cutting down wear and vibration — adding to their life and to all-over comfort.

a better tomorrow

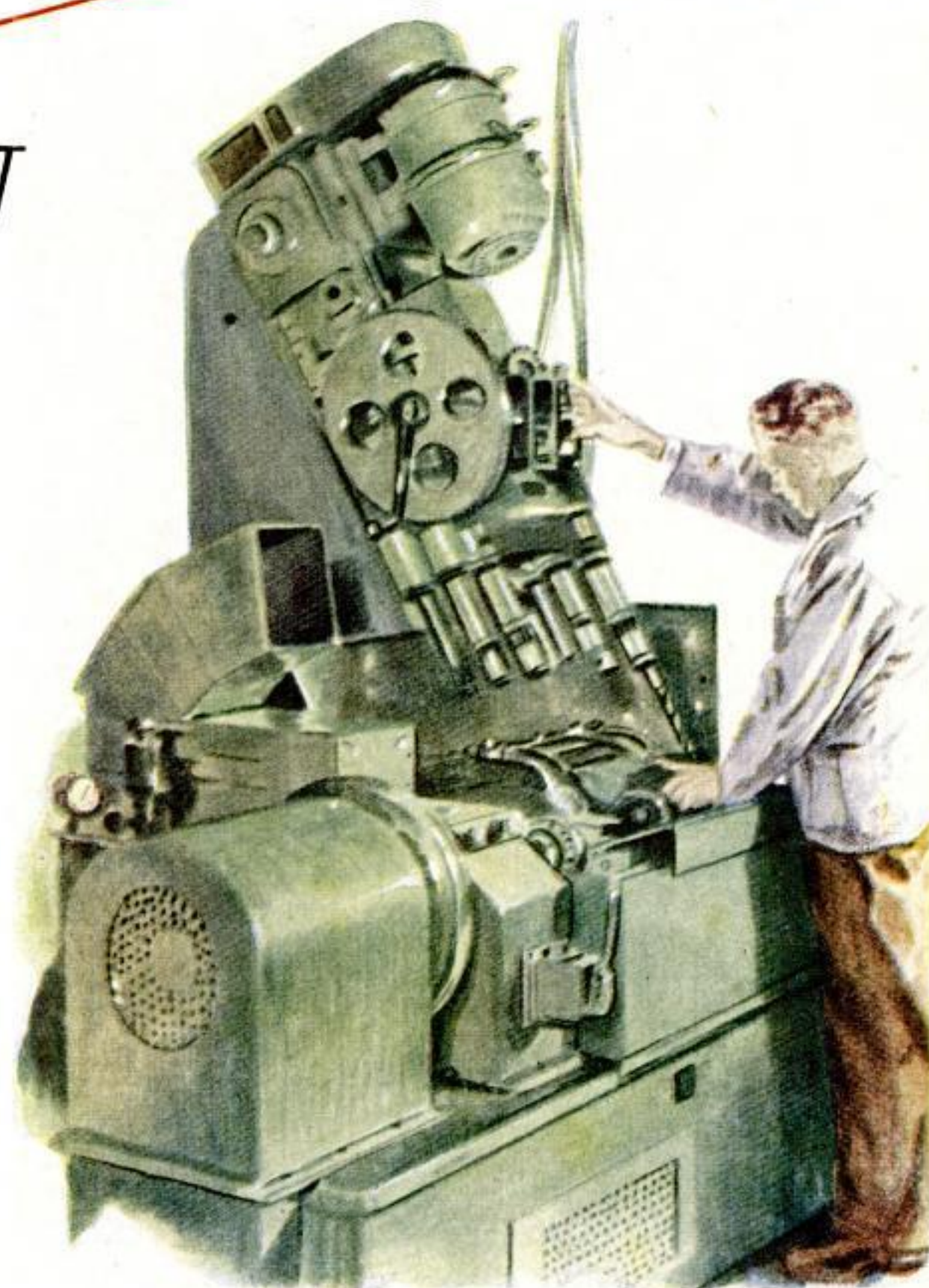
It's clear that the 1949 models by General Motors are definitely ahead of yesterday's. And there is a good reason.

It begins with GM research, which is constantly at work digging out better ways of making things and doing things.

What research discovers is the starting point for better engineering and better production.

That is why General Motors has, for more than a third of a century, maintained the largest research department in the automotive industry.

Because research is hard at work now, you can be sure that GM's cars of tomorrow will be even greater values than those of today.

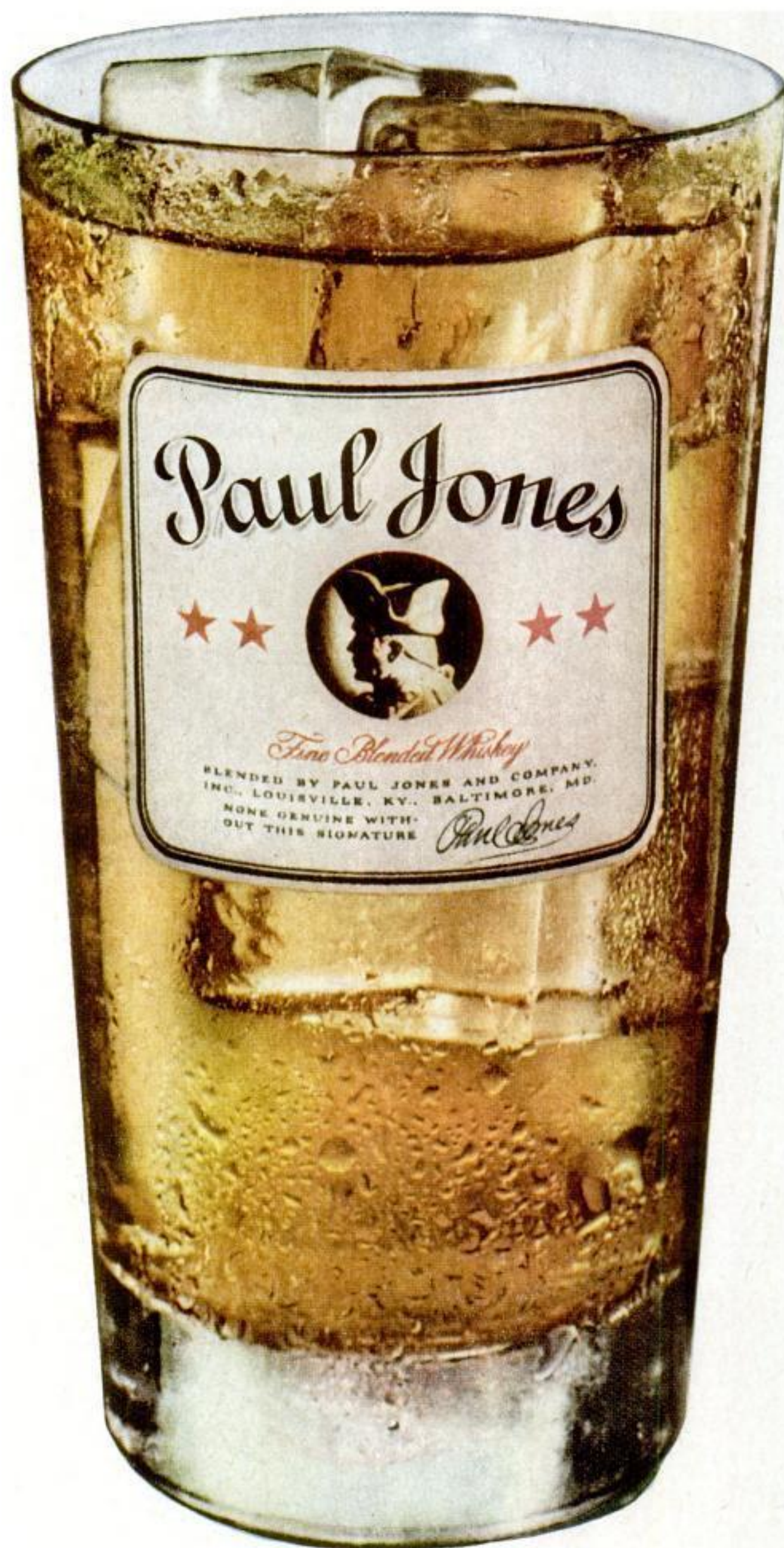


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labels itself...**

...when you make it with Paul Jones. Each sip clearly says—"Here's the whiskey that's first of all for flavor." You'll add: "It's first of all for value, too!"

Paul Jones
FIRST OF ALL... FOR FLAVOR!



FINE BLENDED WHISKEY. 86 Proof. 72½% grain neutral spirits. Frankfort Distillers Corp., N. Y.



ON A WHITE HORSE ULSTER'S MINISTER OF EDUCATION, SAMUEL HERBERT HALL-THOMPSON, RIDES BESIDE A PLACARD DERIDING THE PRO-EIRE CAMPAIGN

THE KING KEEPS ULSTER

In a bitter election the Northern Irish reject a merger with Eire

On Feb. 10 the people of Northern Ireland went to the polls to vote on a burning Irish question: should predominantly Protestant Northern Ireland remain under the British crown, or should it join with Catholic Eire in the newly proclaimed Republic of Ireland? The pro-British Unionists won, but the election deepened the bitterness that divides Ireland more effectively than the artificial frontier between north and south.

The Catholic Republicans charged that Northern Ireland's Prime Minister, Sir Basil Brooke, had deliberately rigged the election to disenfranchise voters who had passed their 21st birthday since the last electoral list was issued. Protestant Unionists attacked the Eire government of Prime Minis-

ter John Costello for its open intervention in the campaign. Catholic candidates were stoned in the north, and Protestant clergymen were threatened in Eire. One campaigner in Belfast appeared on a white horse (*above*), emulating William of Orange, the Protestant hero.

In this atmosphere the Unionists increased their parliamentary advantage to at least four to one. Cried Prime Minister Brooke, using the colloquial "Ulster" for Northern Ireland, "We are the king's men! Ulster now can declare: 'I am the master of my fate. I am the captain of my soul.' " But one of the nine Republican M.P.s said grimly, "This result is a grimace on the face of democracy. . . . The free Irish will only intensify their struggle."



PRO-BRITISH WINNER of seat in parliament passes under Unionist banner proclaiming allegiance to crown.

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The secret's in the perfect fit...
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This suit, like all Bobby Burns
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the in-between figure. In the
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PHOTOGRAPHED IN THE BEVERLY HILLS HOTEL, CALIFORNIA



DENNIS CALMLY SMOKES A CIGARET AFTER HIS ARREST

JEWEL THIEF

A slick operator who stole \$500,000 is caught

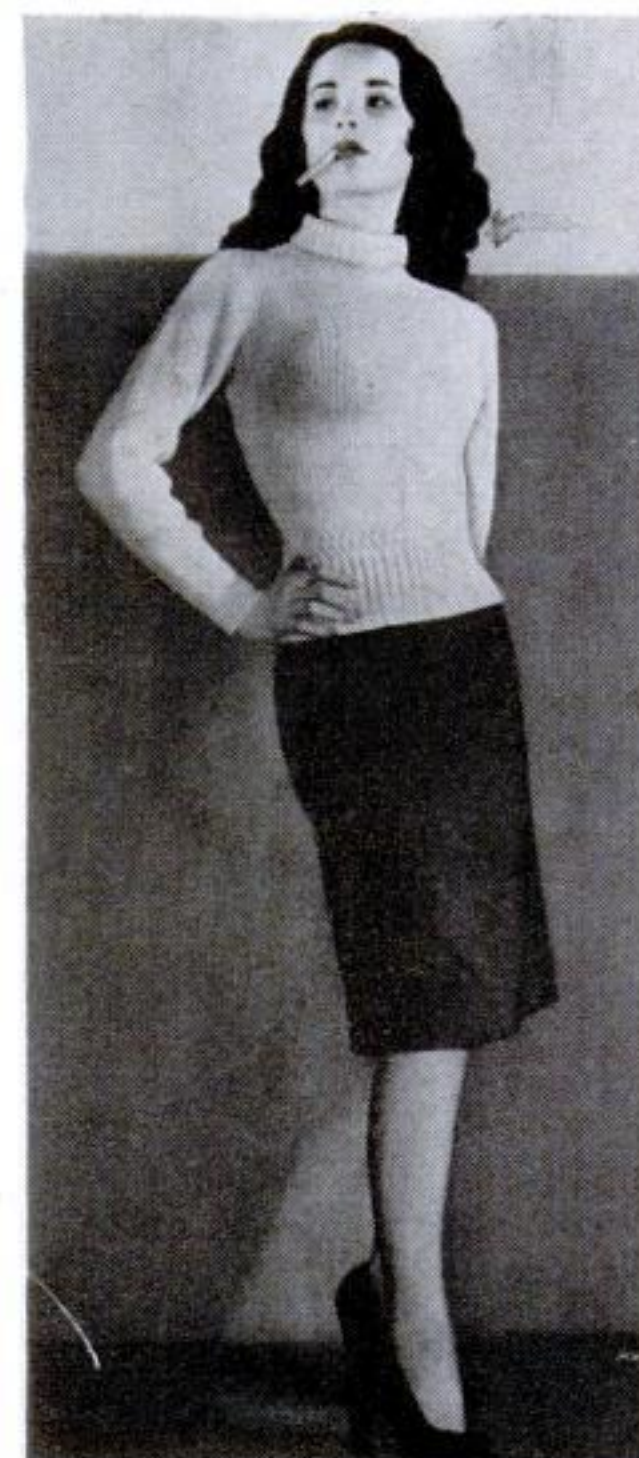
Gerard Graham Dennis (*above*), 28, is one of the handsomest, slickest and most successful jewel thieves in U.S. history. For years he has been leaving a string of ransacked homes—and highly charmed females (*below*)—from California to New York and north to Canada. One disillusioned girl friend led to his downfall and after a long man-hunt he was arrested last week while trying to peddle \$35,000 worth of gems in Cleveland. Police learned he had a West Coast apartment, raided it and found \$120,000 in jewels and another admiring young lady. All told it was estimated that he stole more than \$500,000 before the law caught up. He admitted most of the thefts—in a way police called "very frank, polished, sympathetic and regretful"—and volunteered that he was about to launch on a program of burglarizing the homes of Mary Pickford, Bette Davis and 20 other movie stars.



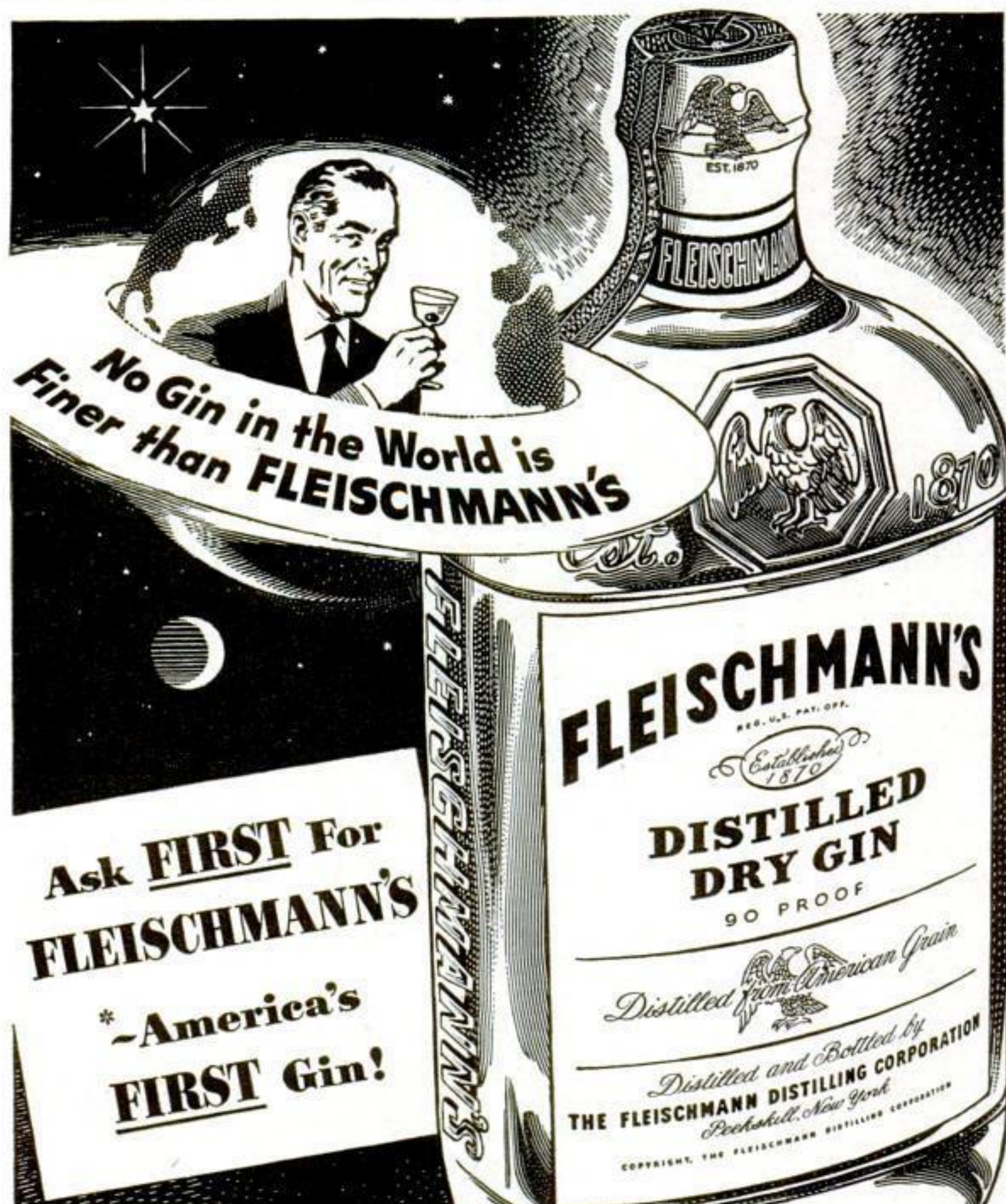
EX-COMMON-LAW WIFE, Mrs. Eleanor Farrell, of Rye, N.Y. said she thought he was a jewelry auctioneer.



GIRL FRIEND Betty Ritchie, 24, was found in Dennis' Beverly Hills apartment when the police raided it.



FINGER WOMAN in arrest was Gloria Horowitz, ex-girl friend who furnished his photograph to police.



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CONTINUED ON PAGE 38

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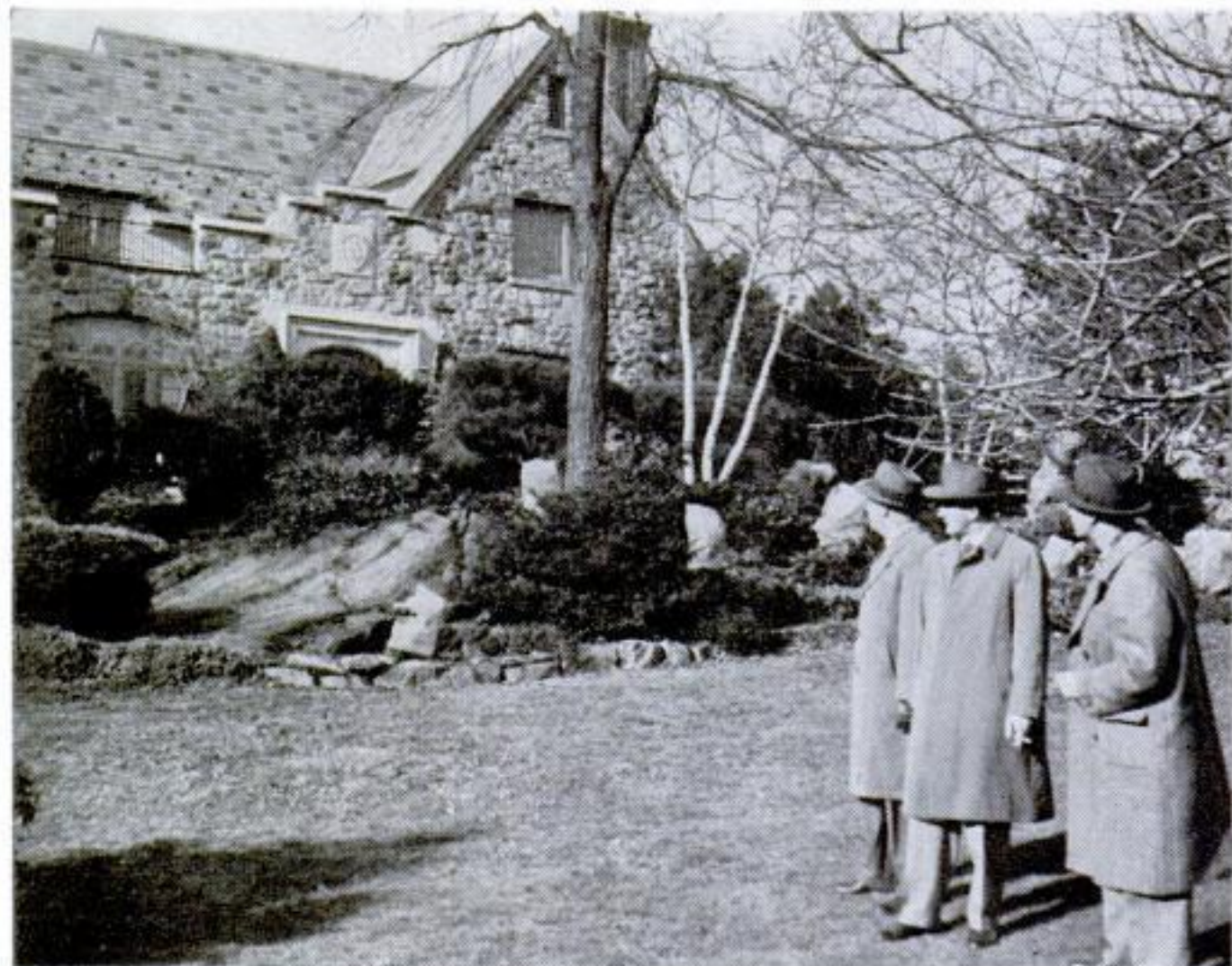


ON SALE AT ALL COSMETIC COUNTERS IN UNITED STATES AND CANADA

Jewel Thief CONTINUED



WEST COAST LOOT found in Dennis' California apartment is examined by police. Included are burglar tools and instruments for altering stolen jewelry.



SCENE OF BURGLARY in New Rochelle, N.Y. is visited by Dennis (center) with detectives. Owner was shot in arm by burglar, who police say was Dennis.



AT POLICE STATION Dennis is flanked by his captor, Maurice Kelly (left), and New Rochelle's Mayor Stanley Church, whose town was frequent victim.

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THE WAR MEMOIRS OF WINSTON CHURCHILL

THEIR FINEST HOUR: PART IV

The Battle of Britain . . . Göring's mistake . . . The blitz . . .
I am placed in safety in Piccadilly Underground . . . Great
burning of the City of London . . . Battle of the beams

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OUR fate now depended upon victory in the air. The German leaders had recognised that all their plans for the invasion of Britain depended on winning air supremacy above the Channel and the chosen landing-places on our south coast. The preparation of the embarkation ports, the assembly of the transports, the mine-sweeping of the passages, and the laying of the new mine-fields were impossible without protection from British air attack.

During June and early July of 1940 the German Air Force revived and regrouped its formations and established itself on all the French and Belgian airfields from which the assault had to be launched, and by reconnaissance and tentative forays sought to measure the character and scale of the opposition which would be encountered. It was not until July 10 that the first heavy onslaught began, and this date is usually taken as the opening of the battle.

In the quality of the fighter aircraft there was little to choose. The Germans' were faster, with a better rate of climb; ours more manoeuvrable, better armed. One important strategical advantage the Germans enjoyed and skilfully used: their forces were deployed on many and widely-spread bases whence they could concentrate upon us in great strengths and with feints and deceptions as to the true points of attack. But the enemy may have underrated the adverse conditions of fighting above and across the Channel compared



"A PORTEMENT of the fate awaiting the Nazi tyranny" was Mr. Churchill's description of "V for Victory" symbol in a message to enemy-occupied Europe. The V sign was a Churchillian trademark.

with those which had prevailed in France and Belgium. That they regarded them as serious is shown by the efforts they made to organise an efficient Sea Rescue Service. German transport planes, marked with the Red Cross, began to appear in some numbers over the Channel in July and August whenever there was an air fight. We did not recognise this means of rescuing enemy pilots who had been shot down in action, in order that they might come and bomb our civil population again. We rescued them ourselves whenever it was possible, and made them prisoners of war. But all German air ambulances were forced or shot down by our fighters on definite orders approved by the War Cabinet. The German crews and doctors on these machines professed astonishment at being treated in this way, and protested that it

was contrary to the Geneva Convention. There was no mention of such a contingency in the Geneva Convention, which had not contemplated this form of warfare. The Germans were not in a strong position to complain, in view of all the treaties, laws of war and solemn agreements which they had violated without compunction whenever it suited them. They soon abandoned the experiment, and the work of sea rescue for both sides was carried out by our small craft, on which of course the Germans fired on every occasion.

The continuous heavy air fighting of July and early August had been directed upon the Kent promontory and the Channel coast.

Goering and his skilled advisers formed the opinion that they must have drawn nearly all our fighter squadrons into this southern struggle. They therefore decided to make a daylight raid on the manufacturing cities north of the Wash. The distance was too great for their first-class fighters, the Me. 109's. They would have to risk their bombers with only escorts from the Me. 110's, which, though they had the range, had nothing like the quality, which was what mattered now.

Accordingly, on August 15, about a hundred bombers, with an escort of forty Me. 110's, were launched against Tyneside. At the same time a raid of more than 800 planes was sent to pin down our forces in the South, where it was thought they were already all gathered. But now the dispositions which Dowding had made of the Fighter Command were signally vindicated. The danger had been foreseen. Seven Hurricane or Spitfire squadrons had been withdrawn from the intense struggle in the South to rest in and at the same time guard the North. They had suffered severely, but were none the less deeply grieved to leave the battle. The pilots respectfully represented that they were not at all tired. Now came an unexpected consolation. These squadrons were able to welcome the assailants as they crossed the coast. Thirty German planes were shot down, most of them heavy bombers (Heinkel 111's, with four trained men in each crew), for a British loss of only two pilots injured. Never again was a daylight raid attempted outside the range of the highest-class fighter protection. Henceforth everything north of the Wash was safe by day.

August 15 was the largest air battle of this period of the war; five major actions were fought, on a front of 500 miles. It was indeed a crucial day. In the South all our twenty-two squadrons were engaged, many twice, some three times, and the German losses, added to those in the North, were 76 to our 34. This was a recognisable disaster to the German Air Force.

During these weeks of intense struggle and ceaseless anxiety Lord Beaverbrook rendered signal service. This was his hour. His personal force and genius, combined with so much persuasion and contrivance, swept aside many obstacles. New or repaired airplanes streamed to the delighted squadrons in numbers they had never

known before. All the services of maintenance and repair were driven to an intense degree. I felt so much his value that on August 2, with the King's approval, I invited him to join the War Cabinet.

Another Minister I consorted with at this time was Ernest Bevin, Minister of Labour and National Service, with the whole man-power of the nation to manage and animate. In October he too joined the War Cabinet. I was much in harmony with both Beaverbrook and Bevin in the white-hot weeks. Afterwards they quarrelled, which was a pity, and caused much friction. But at this climax we were all together. I cannot speak too highly of the loyalty of Mr. Chamberlain, or of the resolution and efficiency of all my Cabinet colleagues. Let me give them my salute.

I WAS most anxious to form a true estimate of the German losses. With all strictness and sincerity, it is impossible for pilots fighting often far above the clouds to be sure how many enemy machines they have shot down, or how many times the same machine has been claimed by others.

August 21, 1940

Prime Minister to Secretary of State for Air.

"The important thing is to bring the German aircraft down and to win the battle, and the rate at which American correspondents and the American public are convinced that we are winning, and that our figures are true, stands at a much lower level. They will find out quite soon enough when the German air attack is plainly shown to be repulsed. It would be a pity to tease the Fighter Command at the present time, when the battle is going on from hour to hour and when continuous decisions have to be taken about air-raid warnings, etc. I confess I should be more inclined to let the facts speak for

TEXT CONTINUED PAGE 47

PICTURES NEXT 2 PAGES



RICHARD PLAYNE STEVENS in cockpit of his Hurricane was model for Kennington's *Night Flyer at Readiness*. Searching for night raiders in the early stages of World War II air fighting has been compared to looking for a needle in a "haystack six or seven miles high and several hundred miles

wide." Pilot Officer Stevens excelled at this kind of fighting despite an early medical report which said he was "too excitable to fly." Four times he shot down two enemy planes a night, a feat which earned him the title of "prince among night fighters." He was killed, ironically, on a daylight raid in 1941.

FIGHTER PILOTS

Battle of Britain was their greatest victory

Winston Churchill has had a deep regard for the development of British airpower from its earliest beginnings. He was First Lord of the Admiralty in 1912 when the naval branch of the Royal Flying Corps, Britain's first air arm, was established and he headed the Air Ministry for two years after World War I when the Royal Air Force was in its infancy. It was fitting, therefore, that he should have been the one to give the RAF its greatest encomium in his memorable statement about the Battle of Britain: "Never in the field of human conflict was so much owed by so many to so few." The young men who carried the brunt of the fighting in this struggle for control of the

air over England were the fighter pilots. Some of them, like Richard Hillary (*right*), had been cynical, aimless sophisticates before they joined the RAF. The Battle of Britain, as Hillary wrote in the book he finished before he was killed at 23, brought home to them that "it was impossible to look only to oneself. . . . Each time they climbed into their machines and took off into combat, they were paying silent tribute to their comrades who were dead." The portraits of young fliers shown here were painted by Eric Kennington, an outstanding British war artist in two world wars and friend of Lawrence of Arabia, who first interested Kennington in painting portraits of aviators.



RICHARD HILLARY was so badly burned when he was shot down that it took surgeons a year to give him a new face. He returned to duty and was killed while training for night fighting.



MAX AITKEN, son of Mr. Churchill's close friend Lord Beaverbrook, was an operational flier throughout the entire war, ended as group captain. He is now a Member of Parliament.



A. G. MALAN was second ranking ace, with 32 planes. A South African, he led crack 74 Squadron in the Battle of Britain, was the first World War II flier to get D.S.O. and D.F.C. with bars.



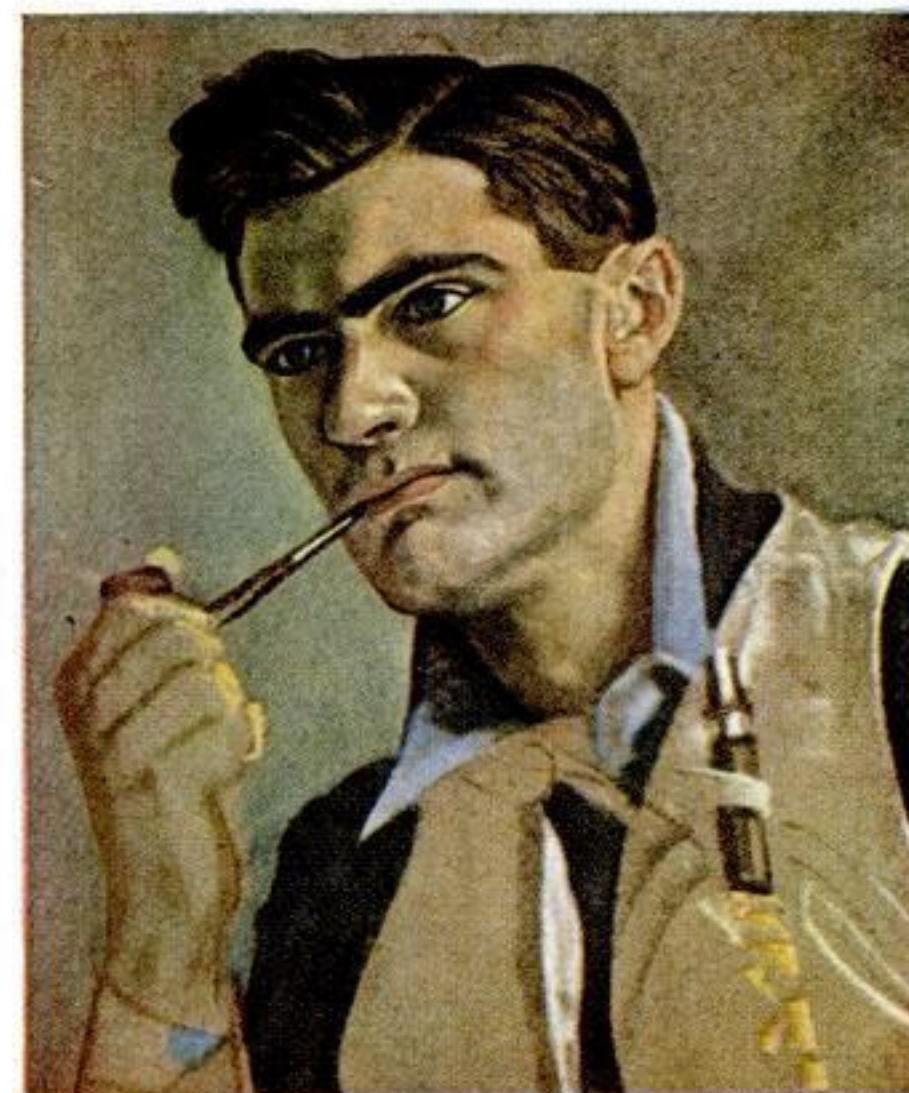
MICHAEL CROSSLEY commanded a squadron during the Battle of Britain. Later he was sent to the U.S. to put American planes through test flights under simulated combat conditions.



SGT. "GINGER" LACEY had to bail out nine times during the Battle of Britain. He is credited with the destruction of the Heinkel which bombed Buckingham Palace in September 1940.



"ONE-ARM" MACLACHLAN survived Battle of Britain but his arm was shattered in fighting over Malta. Two weeks after his arm was amputated he flew again. He died as prisoner of war.



DAVID SCOTT-MALDEN went directly into the RAF from Cambridge, finished the war as a group captain at the age of 24. Still in the RAF, he is currently engaged on work with jet planes.

CONTINUED ON NEXT PAGE



"AIR FIGHT OVER PORTLAND" depicts an episode in the Battle of Britain when nearly 40 German raiders were shot down by British fighters.

The engagements took place above the Channel coast. This painting by War Artist Richard Eurich is now in the Imperial War Museum in London.



"DEAD SEA" of enemy planes which fell victim to British fighter pilots was painted by the late Paul Nash while an Air Ministry war artist. Nash,

one of the great artists of his time in England, found "a ghostly presence" in the scene: "A pervasive force baffled yet malign hung in the heavy air."

CHURCHILL'S MEMOIRS

CONTINUED FROM PAGE 44

themselves. There is something rather obnoxious in bringing correspondents down to air squadrons in order that they may assure the American public that the fighter pilots are not bragging and lying about their figures. We can, I think, afford to be a bit cool and calm about all this. . . ."

In the fighting between August 24 and September 6 the scales had tilted against Fighter Command. During these crucial days the Germans had continuously applied powerful forces against the airfields of South and South-east England. Their object was to break down the day fighter defence of the capital, which they were impatient to attack. Far more important to us than the protection of London from terror-bombing was the functioning and articulation of these airfields and the squadrons working from them. In the life-and-death struggle of the two Air Forces this was a decisive phase. We never thought of the struggle in terms of the defence of London or any other place, but only who won in the air.

There was much anxiety at Fighter Headquarters at Stanmore, and particularly at the headquarters of No. 11 Fighter Group at Uxbridge. Extensive damage had been done to five of the Group's forward airfields, and also to the six Sector Stations. If the enemy had persisted in heavy attacks against these sectors and damaged their operations-rooms or telephone communications the whole intricate organisation of Fighter Command might have been broken down. This would have meant not merely the maltreatment of London, but the loss to us of the perfected control of our own air in the decisive area. It was therefore with a sense of relief that Fighter Command felt the German attack turn on to London on September 7, and concluded that the enemy had changed his plan. Goering should certainly have persevered against the airfields. By departing from the classical principles of war, as well as from the hitherto accepted dictates of humanity, he made a foolish mistake.

This same period (August 24–September 6) had seriously drained the strength of Fighter Command as a whole. The Command had lost in this fortnight 103 pilots killed and 128 seriously wounded, while 466 Spitfires and Hurricanes had been destroyed or seriously damaged. Out of a total pilot-strength of about a thousand nearly a quarter had been lost. Their places could only be filled by 260 new, ardent, but inexperienced pilots drawn from training-units, in many cases before their full courses were complete. The night attacks on London for ten days after September 7 struck at the London docks and railway centres, and killed and wounded many civilians, but they were in effect for us a breathing-space of which we had the utmost need.

We must take September 15 as the culminating date. On this day the Luftwaffe, after two heavy attacks on the 14th, made its greatest concentrated effort in a resumed daylight attack on London.

It was one of the decisive battles of the war, and, like the battle of Waterloo, it was on a Sunday. I was at Chequers. I had already on several occasions visited the headquarters of No. 11 Fighter Group in order to witness the conduct of an air battle, when not much had happened. However, the weather on this day seemed suitable to the enemy, and accordingly I drove over to Uxbridge and arrived at the Group Headquarters. No. 11 Group comprised no fewer than

twenty-five squadrons covering the whole of Essex, Kent, Sussex and Hampshire, and all the approaches across them to London. Air Vice-Marshal Park had for six months commanded this group, on which our fate largely depended. My wife and I were taken down to the bomb-proof Operations Room, fifty feet below ground. All the ascendancy of the Hurricanes and Spitfires would have been fruitless but for this system of underground control centres and telephone cables, which had been devised and built before the war by the Air Ministry under Dowding's advice and impulse. Lasting credit is due to all concerned.

The Group Operations Room was like a small theatre, about sixty feet across, and with two storeys. We took our seats in the Dress Circle. Below us was the large-scale map-table, around which perhaps twenty highly-trained young men and women, with their telephone assistants, were assembled. Opposite to us, covering the entire wall, where the theatre curtain would be, was a gigantic blackboard divided into six columns with electric bulbs, for the six fighter stations, each of their squadrons having a sub-column of its own, and also divided by lateral lines. Thus the lowest row of bulbs showed as they were lighted the squadrons which were "Standing By" at two minutes' notice, the next row those at "Readiness," five

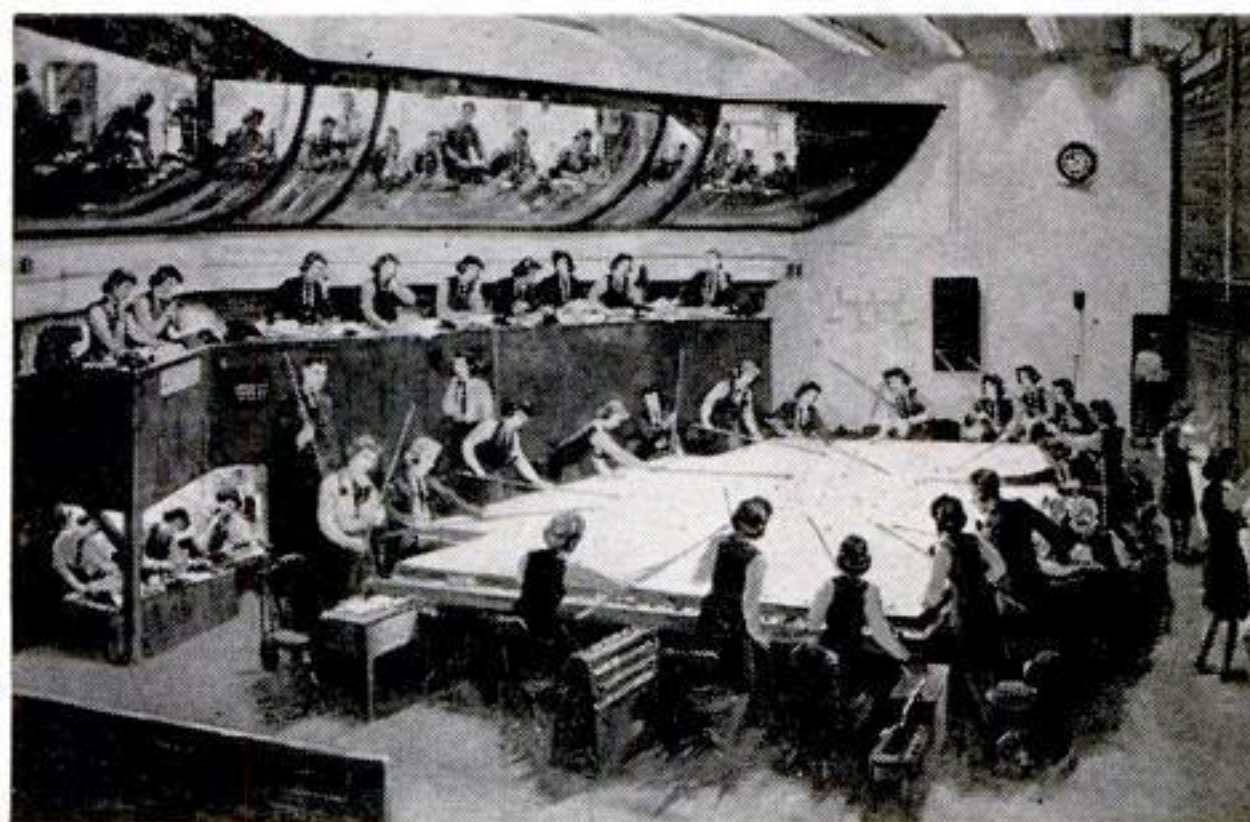
minutes, then at "Available," 20 minutes, then those which had taken off, the next row those which had reported having seen the enemy, the next—with red lights—those which were in action, and the top row those which were returning home. On the left-hand side, in a kind of glass stage-box, were the four or five officers whose duty it was to weigh and measure the information received from our Observer Corps, which at this time numbered upwards of 50,000 men, women and youths. Radar was still in its infancy, but it gave warning of raids approaching our coast, and the observers, with field-glasses and portable telephones, were our main source of information about raiders flying overland. Thousands of messages were therefore received during an action. Several roomfuls of experienced people in other parts of the underground headquarters sifted them with great rapidity, and

transmitted the results from minute to minute directly to the plotters seated around the table on the floor and to the officer supervising from the glass stage-box.

On the right hand was another glass stage-box containing Army officers who reported the action of our anti-aircraft batteries, of which at this time in the Command there were 200. At night it was of vital importance to stop these batteries firing over certain areas in which our fighters would be closing with the enemy.

After a quarter of an hour the raid-plotters began to move about. An attack of "40 plus" was reported to be coming from the German stations in the Dieppe area. The bulbs along the bottom of the wall display-panel began to glow as various squadrons came to "Stand By." Then in quick succession "20 plus," "40 plus" signals were received, and in another ten minutes it was evident that a serious battle impended. On both sides the air began to fill.

One after another signals came in, "40 plus," "60 plus"; there was even an "80 plus." On the floor-table below us the movement of all the waves of attack was marked by pushing discs forward from minute to minute along different lines of approach, while on the blackboard facing us the rising lights showed our fighter squadrons getting into the air, till there were only four or five left at "Readiness." These air battles, on which so much depended, lasted little more than an hour from the first encounter. The enemy had ample strength to send out new waves of attack, and our squadrons, having



OPERATIONS ROOM

No. 11 Fighter Group's operations room, where Mr. Churchill followed the fighting on Sept. 15, 1940, had glassed-in booths for commanding officer and his staff. Enemy plane movements were plotted on the map table. Blackboard at extreme right showed availability of RAF planes. This painting was done by Charles Cundall.

gone all out to gain the upper air, would have to refuel after seventy or eighty minutes, or land to rearm after a five-minute engagement. If at this moment of refueling or rearming the enemy were able to arrive with fresh unchallenged squadrons, some of our fighters could be destroyed on the ground. It was therefore one of our principal objects to direct our squadrons so as not to have too many on the ground refueling or rearming simultaneously during daylight.

Presently the red bulbs showed that the majority of our squadrons were engaged. A subdued hum arose from the floor, where the busy plotters pushed their discs to and fro in accordance with the swiftly-changing situation. Air Vice-Marshal Park gave general directions for the disposition of his fighter force, which were translated into detailed orders to each Fighter Station by a youngish officer in the centre of the Dress Circle, at whose side I sat. He now gave the orders for the individual squadrons to ascend and patrol as the result of the final information which appeared on the map-table. The Air Marshal himself walked up and down behind, watching with vigilant eye every move in the game, supervising his junior executive hand, and only occasionally intervening with some decisive order, usually to reinforce a threatened area. In a little while all our squadrons were fighting, and some had already begun to return for fuel. All were in the air. The lower line of bulbs was out. There was not one squadron left in reserve. At this moment Park spoke to Dowding at Stanmore, asking for three squadrons from No. 12 Group to be put at his disposal in case of another major attack while his squadrons were rearming and refuelling. This was done.

The young officer, to whom this seemed a matter of routine, continued to give his orders, in accordance with the general directions of his Group Commander, in a calm, low monotone, and the three reinforcing squadrons were soon absorbed. I became conscious of the anxiety of the Commander, who now stood still behind his subordinate's chair. Hitherto I had watched in silence. I now asked, "What other reserves have we?" "There are none," said Air Vice-Marshal Park. In an account which he wrote about it afterwards he said that at this I "looked grave." Well I might. What losses should we not suffer if our refuelling planes were caught on the ground by further raids of "40 plus" or "50 plus"! The odds were great; our margins small; the stakes infinite.

Another five minutes passed, and most of our squadrons had now descended to refuel. In many cases our resources could not give them overhead protection. Then it appeared that the enemy were going home. The shifting of the discs on the table below showed a continuous eastward movement of German bombers and fighters. No new attack appeared. In another ten minutes the action was ended. We climbed again the stairways which led to the surface, and almost as we emerged the "All Clear" sounded.

It was 4.30 p.m. before I got back to Chequers, and I immediately went to bed for my afternoon sleep. I must have been tired by the drama of No. 11 Group, for I did not wake till 8. When I rang, John Martin, my Principal Private Secretary, came in with the evening budget of news from all over the world. It was repellent. This had gone wrong here; that had been delayed there; an unsatisfactory answer had been received from so-and-so; there had been bad sink-

ings in the Atlantic. "However," said Martin, as he finished this account, "all is redeemed by the air. We have shot down 183 for a loss of under 40."

Although post-war information has shown that the enemy's losses on this day were only 56, September 15 was the crux of the Battle of Britain. On September 17, as we now know, the Fuehrer decided to postpone "Sea Lion" indefinitely.

Yet the battle of London was still to be fought out. Although invasion had been called off, it was not till September 27 that Goering gave up hope that his method of winning the war might succeed. In October, though London received its full share, the German effort was spread by day and night in frequent small-scale attacks on many places. Concentration of effort gave way to dispersion; the battle of attrition began. Attrition! But whose?

In cold blood, with the knowledge of the after-time, we may study the actual losses of the British and German Air Forces in what may

well be deemed one of the decisive battles of the world. No doubt we were always over-sanguine in our estimates of enemy scalps. In the upshot we got two to one of the German assailants, instead of three to one, as we believed and declared. But this was enough.

At the summit the stamina and valour of our fighter pilots remained unconquerable and supreme. Thus Britain was saved. Well might I say in the House of Commons, "Never in the field of human conflict was so much owed by so many to so few."

IN the hope that it may lighten the hard course of this narrative I record a few personal notes about the "Blitz," well knowing how many thousands have far more exciting tales to tell. The group of Government buildings around Whitehall were repeatedly hit. During the last fortnight of September preparations were made to transfer my Ministerial headquarters to the more modern and solid Government offices looking over St. James's Park by Storey's Gate. These quarters we called "the Annexe." Below them were the War Room and a certain amount of bomb-proof sleeping accommodation. The bombs at this time were of course smaller than

those of the later phases. Still, in the interval before the new apartments were ready life at Downing Street was exciting. One might as well have been at a battalion headquarters in the line.

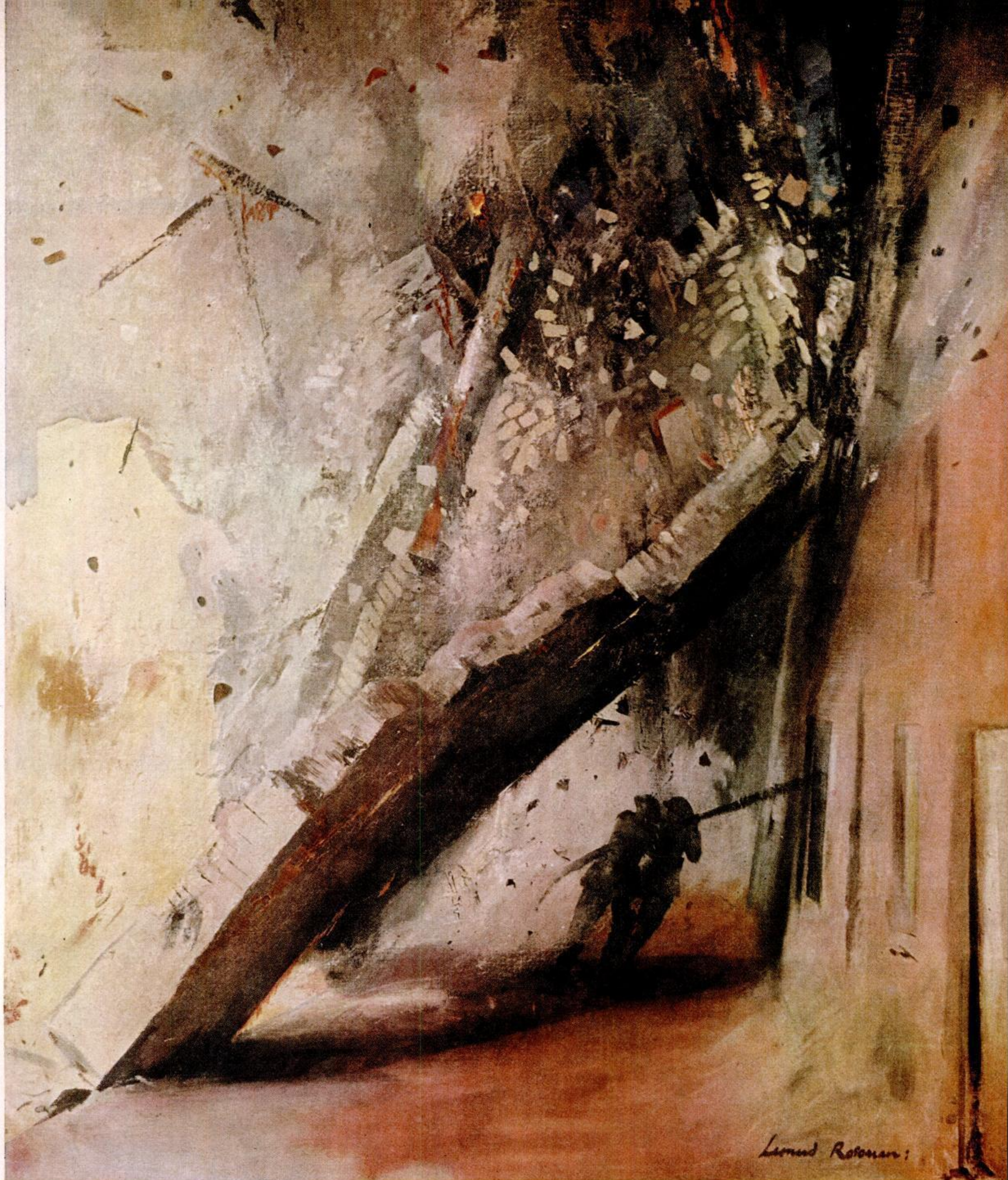
October 14 stands out in my mind. We were dining in the garden-room of No. 10 when the usual night raid began. My companions were Archie Sinclair, Oliver Lyttelton and Moore-Brabazon. Suddenly I had a providential impulse. The kitchen at No. 10 Downing Street is lofty and spacious, and looks towards the Treasury through a large plate-glass window about twenty-five feet high. The butler and parlourmaid continued to serve the dinner with complete detachment, but I became acutely aware of this big window, behind which Mrs. Landemare, the cook, and the kitchen-maid, never turning a hair, were at work. I got up abruptly, went into the kitchen,



ST. PAUL'S WAS SAVED

The Nazis' fire raid of Dec. 29, 1940 swept a sea of flame around St. Paul's, but fire fighters managed to save the edifice. Dozens of ancient buildings nearby, however, were burned, among them a number built, as St. Paul's was, by the great Sir Christopher Wren.

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PICTURES NEXT 2 PAGES



"HOUSE COLLAPSING ON TWO FIREMEN, SHOE LANE" IS BY LEONARD ROSOMAN, WHO SAW IT HAPPEN WHILE ON DUTY

FIRE BLITZ

Firemen's paintings recall how the Germans tried to burn out London

In October 1940 the Germans adopted a new tactic in their attempt to break the British spirit. They began to shower great quantities of incendiaries as well as high explosives upon British cities. These attacks were stepped up and on the night of Dec. 29 London endured what Mr. Churchill described as "an incendiary classic." To President Roosevelt he cabled: "They burned a large part of the City of London last night." How London aflame looked has been most vividly recorded by artists who were members of the Auxiliary Fire Service.

CONTINUED ON NEXT PAGE

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ON THE FIRST NIGHT OF THE BLITZ against London, Sept. 7, 1940, Londoners got a foretaste of what the later incendiary raids would

be like. This painting of a furniture factory going up was done by Reginald Mills, a professional illustrator who was a member of the fire-fighting crew.



INCENDIARIES were put out with sand. Painting by Paul Dessau shows a fireman with sand buckets which became household items in England.



ON THE BIG NIGHT of Dec. 29 W. Matvyn Wright saw these men on a roof. Unable to get canvas, he painted this picture on a ping-pong table top.

CHURCHILL'S MEMOIRS

CONTINUED FROM PAGE 48

told the butler to put the dinner on the hot plate in the dining-room, and ordered the cook and the other servants into the shelter, such as it was. I had been seated again at table only about three minutes when a really very loud crash, close at hand, and a violent shock showed that the house had been struck. My detective came into the room and said much damage had been done. The kitchen, the pantry, and the offices on the Treasury side were shattered.

We went into the kitchen to view the scene. The devastation was complete. The bomb had fallen fifty yards away on the Treasury, and the blast had smitten the large, tidy kitchen, with all its bright saucepans and crockery, into a heap of black dust and rubble. The big plate-glass window had been hurled in fragments and splinters across the room, and would of course have cut its occupants, if there had been any, to pieces.

I could not resist taking Mrs. Landemare and the others from the shelter to see their kitchen. They were upset at the sight of the wreck, but principally on account of the general untidiness!

One day after luncheon the Chancellor of the Exchequer, Kingsley Wood, came to see me on business at No. 10, and we heard a very heavy explosion take place across the river in South London. I took him to see what had happened. The bomb had fallen in Peckham. It was a very big one—probably a land-mine. It had completely destroyed or gutted twenty or thirty small three-storey houses and cleared a considerable open space in this very poor district. Already little pathetic Union Jacks had been stuck up amid the ruins. When my car was recognised the people came running from all quarters, and a crowd of more than a thousand was soon gathered. All these folk were in a high state of enthusiasm. They crowded round us, cheering and manifesting every sign of lively affection, wanting to touch and stroke my clothes. One would have thought I had brought them some fine substantial benefit which would improve their lot in life. I was completely undermined, and wept. Ismay, who was with me, records that he heard an old woman say, "You see, he really cares. He's crying." They were tears not of sorrow but of wonder and admiration. "But see, look here," they said, and drew me to the centre of the ruins. There was an enormous crater, perhaps forty yards across and twenty feet deep. Cocked up at an angle on the very edge was an Anderson shelter, and we were greeted at its twisted doorway by a youngish man, his wife and three children, quite unharmed but obviously shell-jarred. They had been there at the moment of the explosion. They could give no account of their experiences. But there they were, and proud of it. Their neighbours regarded them as enviable curiosities. When we got back into the car a harsher mood swept over this haggard crowd. "Give it 'em back," they cried, and "Let them have it too." I undertook forthwith to see that their wishes were carried out; and this promise was certainly kept. The debt was repaid tenfold, twentyfold, in the frightful routine bombardment of German cities, which grew in intensity as our air power developed, as the bombs became far heavier and the explosives more powerful. Certainly the enemy got it all back in good measure, pressed down and running over. Alas for poor humanity!

Another time I visited Margate. A small restaurant had been hit.

Nobody had been hurt, but the place had been reduced to a litter of crockery, utensils and splintered furniture. The proprietor, his wife and the cooks and waitresses were in tears. Where was their home? Where was their livelihood? Here is a privilege of power. I formed an immediate resolve. On the way back in my train I dictated a letter to the Chancellor of the Exchequer laying down the principle that all damage from the fire of the enemy must be a charge upon the State and compensation be paid in full and at once. Thus the burden would not fall alone on those whose homes or business premises were hit, but would be borne evenly on the shoulders of the nation. Kingsley Wood was naturally a little worried by the indefinite character of this obligation. But I pressed hard, and an insurance scheme was devised in a fortnight which afterwards played a substantial part in our affairs.

THESE were the times when the English, and particularly the Londoners, who had the place of honour, were seen at their best. Grim and gay, dogged and serviceable, with the confidence of an unconquered people in their bones, they adapted themselves to this strange new life, with all its terrors, with all its jolts and jars. One evening when I was leaving for an inspection on the east coast, on my way to King's Cross the sirens sounded, the streets began to empty, except for long queues of very tired, pale people,

waiting for the last bus that would run. An autumn mist and drizzle shrouded the scene. The air was cold and raw. Night and the enemy were approaching. I felt, with a spasm of mental pain, a deep sense of the strain and suffering that was being borne throughout the world's largest capital city. How long would it go on? How much more would they have to bear? What were the limits of their vitality? What effects would their exhaustion have upon our productive war-making power?

Away across the Atlantic the prolonged bombardment of London, and later of other cities and sea-ports, aroused a wave of sympathy in the United States, stronger than any ever felt before or since in the English-speaking world. Passion flamed in American hearts, and in none more than in the heart of President Roosevelt. The temperature rose steadily in the United States. I could feel the glow of millions of

men and women eager to share the suffering, burning to strike a blow. As many Americans as could get passages came, bringing whatever gifts they could, and their respect, reverence, deep love and comradeship were very inspiring. However, this was only September, and we had many months before us of this curious existence.

Under the pressure of the bombardment the shelters and defences grew continually. When you had six or seven million people living in a great built-up area the smashing of their sewers and water supply seemed to me a very great danger. Actually, early in October the main sewage outfall was destroyed and we had to let all our sewage flow into the Thames, which stank, first of sewage and afterwards of the floods of chemicals we poured into it. But all was mastered. Secondly, I feared that the long nights for millions in the crowded street-shelters—only blast-proof at that—would produce epidemics of influenza, diphtheria, the common cold, and what not. But it appeared that Nature had already provided against this danger. Man is a gregarious animal, and apparently the mischievous microbes he exhales fight and neutralise each other. They go out and devour each other, and Man walks off unharmed. If this is not scientifically correct, it ought to be. The fact remains that during this rough winter the health of the Londoners was actually above the average.



CIVILIAN CASUALTY

Three-year-old Eileen Dunne was one of Britain's 146,800 World War II civilian casualties of whom 15,400 were children, 63,250 women. She was injured in air raid on her North England village.

In the middle of September a new and damaging form of attack was used against us. Large numbers of delayed-action bombs were now widely and plentifully cast upon us and became an awkward problem. These bombs had to be dug out, and exploded or rendered harmless. This was a task of the utmost peril.

Special companies were formed in every city, town and district. Volunteers pressed forward for the deadly game. Teams were formed which had good or bad luck. Some survived this phase of our ordeal. Others ran twenty, thirty or even forty courses before they met their fate. The Unexploded Bomb (U.X.B.) detachments presented themselves wherever I went on my tours. Somehow or other their faces seemed different from those of ordinary men, however brave and faithful. They were gaunt, they were haggard, their faces had a bluish look, with bright gleaming eyes and exceptional compression of the lips; withal a perfect demeanour. In writing about our hard times we are apt to overuse the word "grim." It should have been reserved for the U.X.B. Disposal Squads.

It seems incongruous to record a joke in such sombre scenes. But in war the soldier's harsh laugh is often a measure of inward compressed emotions. The party were digging out a bomb, and their prize man had gone down the pit to perform the delicate act of disconnection. Suddenly he shouted to be drawn up. Forward went his mates and pulled him out. They seized him by the shoulders and, dragging him along, all rushed off together for the fifty or sixty yards which were supposed to give a chance. They flung themselves on the ground. But nothing happened. The prize man was seriously upset. He was blanched and breathless. They looked at him inquiringly. "My God," he said, "there was a bloody great rat!"

One squad I remember which may be taken as symbolic of many others. It consisted of three people—the Earl of Suffolk, his lady private secretary, and his rather aged chauffeur. They called themselves "the Holy Trinity." Thirty-four unexploded bombs did they tackle with urbane and smiling efficiency. But the thirty-fifth claimed its forfeit. Up went the Earl of Suffolk in his Holy Trinity. But we may be sure that, as for Mr. Valiant-for-truth, "all the trumpets sounded for him on the other side."

Very quickly, but at heavy sacrifice of our noblest, the devotion of the U.X.B. detachments mastered the peril.

It is difficult to compare the ordeal of the Londoners in the winter of 1940–41 with that of the Germans in the last three years of the war. In this latter phase the bombs were much more powerful and the raids far more intense. On the other hand, long preparation and German thoroughness had enabled a complete system of bomb-proof shelters to be built, into which all were forced to go by iron routine. When eventually we got into Germany we found cities completely wrecked, but strong buildings standing up above the ground, and spacious subterranean galleries where the inhabitants slept night after night, although their houses and property were being destroyed above. In many cases only the rubble-heaps were stirred. But in

London, although the attack was less overpowering, the security arrangements were far less developed. Apart from the Tubes there were no really safe places. Virtually the whole mass of the London population lived and slept in their homes or in their Anderson shelters under the fire of the enemy, taking their chance with British phlegm after a hard day's work. Not one in a thousand had any protection except against blast and splinters. But there was as little psychological weakening as there was physical pestilence. Of course, if the bombs of 1943 had been applied to the London of

1940 we should have passed into conditions which might have pulverised all human organisation. However, everything happens in its turn and in its relation, and no one has a right to say that London, which was certainly unconquered, was not also unconquerable.

TILL now the hostile attack had been confined almost exclusively to high-explosive bombs; but with the full moon of October 15, when the heaviest attack of the month fell upon us, about 480 German aircraft dropped 386 tons of high explosive and in addition 70,000 incendiary bombs. Hitherto we had encouraged the Londoners to take cover, and every effort was being made to improve their protection. But now "To the basements" must be replaced by "To the roofs." An organisation of fire-watchers and fire services on a gigantic scale and covering the whole of London (apart from measures taken in provincial cities) was rapidly brought into being. At first the fire-watchers were volunteers; but the numbers required were so great, and the feeling that every man should take his turn upon the roster so strong, that fire-watching soon became compulsory. This form of service had a bracing and buoyant effect upon all classes.

I was glad that, if any of our cities were to be attacked, the brunt should fall on London. London was like some huge prehistoric animal, capable of enduring terrible injuries, mangled and bleeding from many wounds, and yet preserving its life and movement. The Anderson shelters were widespread in the working-class districts of two-storey houses, and everything was done to make them habitable and to drain them in wet weather. Later the Morrison shelter was developed, which was no more than a heavy kitchen table made of steel with strong wire sides, capable of holding up the ruins of a small house and thus giving a measure of protection. Many owed their lives to it. For the rest, "London could take it." At this time anyone would have been proud to be a Londoner. The admiration of the whole country was given to London, and all the other great cities in the land braced themselves to take their bit as and when it came and not to be outdone. Indeed, many persons seemed envious of London's distinction, and quite a number came up from the country in order to spend a night or two in town, share the task, and "see the fun." We had to check this tendency for administrative reasons.

Towards the middle of October Josiah Wedgwood began to make a fuss in Parliament about my not having an absolutely bomb-proof



U.X.B. SQUAD AT WORK

Delayed-action bombs dropped by German raiders often plunged deep into the ground, whereupon U.X.B. (for "unexploded bomb") squads began the job of digging down and rendering them harmless. This painting by Clive Upton shows a squad finishing its task.

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they
are
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CHURCHILL'S MEMOIRS CONTINUED

shelter for the night raids. He was an old friend of mine. His brother was the Chairman of the Railway Executive Committee. Before the war they had had the foresight to construct a considerable underground office in Piccadilly. It was seventy feet below the surface and covered with strong, high buildings. I began to be pressed from all sides to resort to this shelter for sleeping purposes. Eventually I agreed, and from the middle of October till the end of the year I used to go there once the firing had started, to transact my evening business and sleep undisturbed. One felt a natural compunction at having much more safety than most other people; but so many pressed me that I let them have their way. After about forty nights in the railway shelter the Annexe became stronger, and I moved back to it. Here during the rest of the war my wife and I lived comfortably. We felt confidence in this solid stone building, and only on very rare occasions went down below the armour. My wife even hung up our few pictures in the sitting-room, which I had thought it better to keep bare. Her view prevailed and was justified by the event. From the roof



AFTER AN AIR RAID

Mr. Churchill has always believed in seeing things for himself. When the Germans began their campaign to smash Britain's industrial and shipping centers from the air he would frequently turn up after a raid to see what damage had been done. Everywhere he was cheered as enthusiastically as he was in Liverpool (*above*).

near the cupola of the Annexe there was a splendid view of London on clear nights. They made a place for me with light overhead cover from splinters, and one could walk in the moonlight and watch the fireworks. In 1941 I used to take some of my American visitors up there from time to time after dinner. They were always most interested.

ON the night of November 3 for the first time in nearly two months no alarm sounded in London. The silence seemed quite odd to many. There had been another change in the policy of the German offensive. Although London was still regarded as the principal target, a major effort was now to be made to cripple the industrial centres of Britain.

These new tactics began with the blitz on Coventry on the night of November 14. On the whole this was the most devastating raid which we sustained. The centre of Coventry was shattered, and its life for a spell completely disrupted. Four hundred people were killed and many more seriously injured. The German radio proclaimed that our other cities would be similarly "Coven-trated." Nevertheless the all-important aero-engine and machine-tool factories were not brought to a standstill; nor was the population, hitherto untried in the ordeal of bombing, put out of action.

On November 15 the enemy switched back to London with a very heavy raid in full moonlight. Much damage was done, especially to churches and other monuments. The next target was Birmingham, and three successive raids from the 19th to the 22nd of

CONTINUED ON PAGE 56

NYLONS IMPROVED

BY NEW PATENT

Exclusive knitting process revealed with introduction of the LARKWOOD "3 V's"

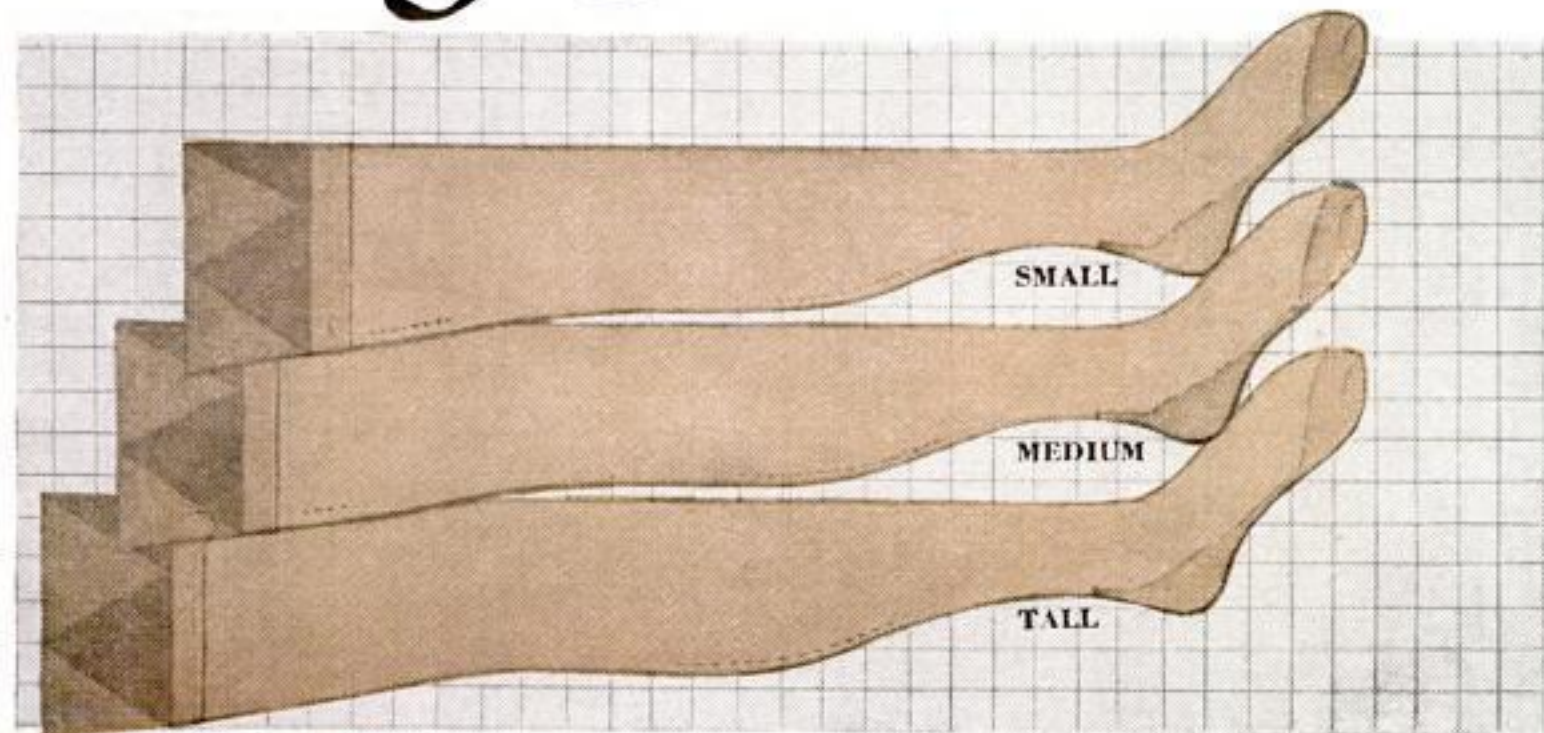
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Now women can have their sheers—their beautiful, flattering sheers—with heretofore unknown wear satisfaction...and priced within every woman's budget. The LARKWOOD "3 V's" are a years-ahead advance in nylon stocking performance, because new principles of sizing, shaping, fit and wear are applied in their construction—incorporated *right into the first step of knitting*.

These news-making features score another "first" in Larkwood's 20 years of pioneering in the development of finer, better stockings for women.

As rapidly as production facilities permit, the Larkwood "3 V's" are being delivered to retailers from coast to coast, in Spring's newest colors, of course. Watch your newspapers for your local store's announcement. If you cannot find the "3 V's" in your community, please write us for name of store nearest you where they are already available. CHADBOURN HOSIERY MILLS, INC., CHARLOTTE, NORTH CAROLINA.

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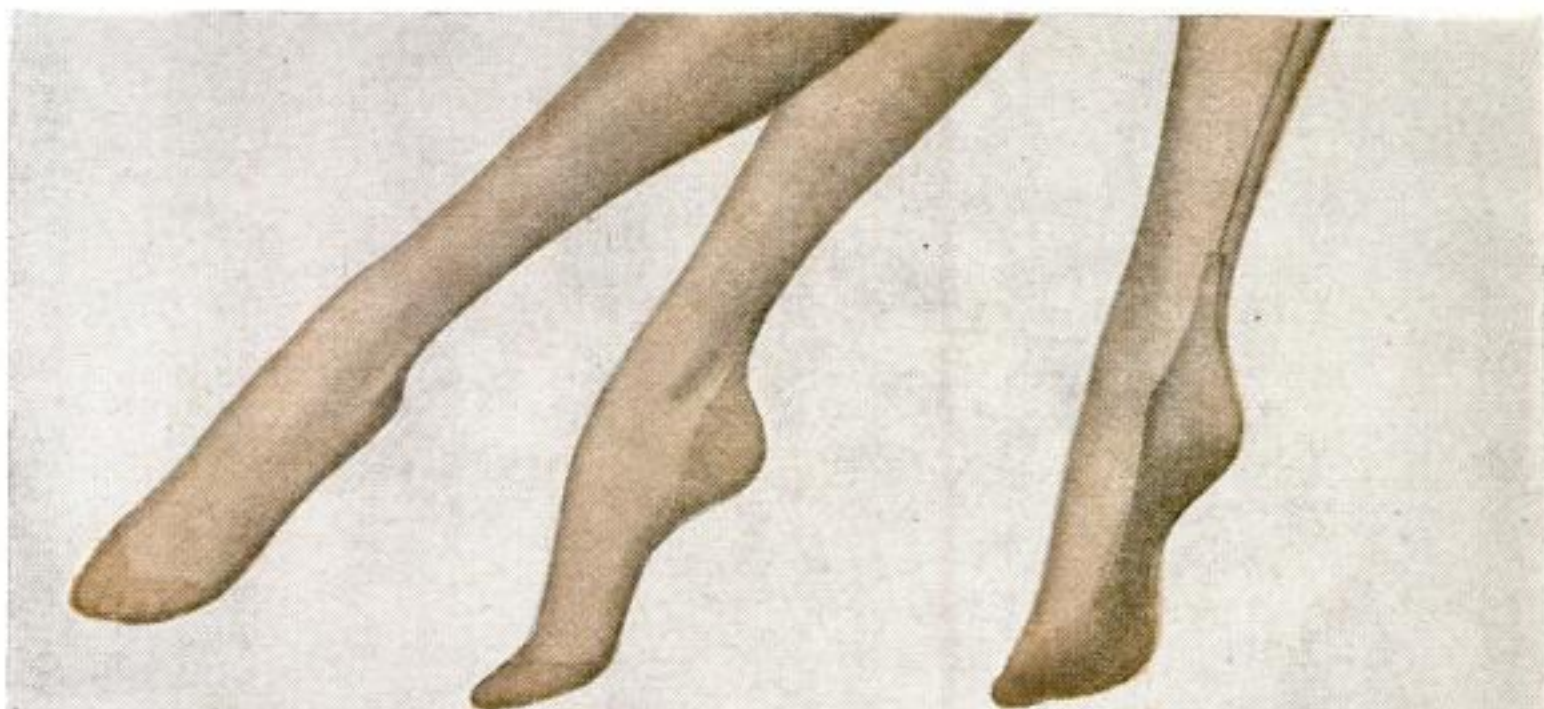
VOLU-METRIC CONTROL...Larkwood develops three over-all dimensioned styles for varying leg types, each scientifically *knit-to-fit* from top to toe. Through a special controlled knitting process, volume content of foot, ankle, calf, knee and top is taken into consideration—because it is not the length that counts, but the *VOLUME CONTENT* of stockings that determines fit, wear and appearance.



VAMP-TOP is Larkwood's absolutely new, exclusive patented process. For the first time a stocking is constructed to conform to the shape of the thigh. Its attractive *knit-in* V's do three things: (1) permit a comfortable stretch-and-cling fit, a gradual expansion as the thigh is contoured; (2) help *prevent runs* by controlled elasticity and double reinforcements; (3) center V is permanent guideline for correct garter placement and *BACK-SEAM STRAIGHTNESS*.



Conventional tops have only a uniform stretch from bottom to top and so often bind, strain or distort nylon fabric. The new Larkwood Vamp-Top, with its controlled elasticity affords added comfort and eases the strains of garter pull and body movement, thus eliminating one of the basic causes of runs.



VAMP-TOE®...Larkwood's exclusive V-shaped toe reinforcement gives protection against wear, plus more suitability for today's shoe styles. **HAIRLINE SEAMS** are Larkwood's famous slim-stitched seams for a truly fashionable stocking. **TAPER-SLIM HEEL AND SOLE**...heel is higher, slimmer, in accord with tests that prove it most flattering to thin, just-right or heavier ankles. Sole reinforcement does not show at sides of open-shank shoes.

LARKWOOD VOLU-METRIC NYLONS

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CHURCHILL'S MEMOIRS CONTINUED

November inflicted much destruction and loss of life. When I visited the city a day or two later to inspect its factories, and see for myself what had happened, an incident, to me charming, occurred. It was the dinner-hour, and a very pretty young girl ran up to the car and threw a box of cigars into it. I stopped at once and she said, "I won the prize this week for the highest output. I only heard you were coming an hour ago." The gift must have cost her two or three pounds. I was very glad (in my official capacity) to give her a kiss.

The climax raid of these weeks came once more to London, on Sunday, December 29. All the painfully-gathered German experience was expressed on this occasion. It was an incendiary classic. The weight of the attack was concentrated upon the City of London itself. It was timed to meet the dead-low-water hour. The water-mains were broken at the outset by very heavy high-explosive parachute-mines. Nearly fifteen hundred fires had to be fought. The damage to railway stations and docks was serious. Eight Wren churches were destroyed or damaged. The Guildhall was smitten by fire and blast, and St. Paul's Cathedral was only saved by heroic exertions. A void of ruin at the very centre of the British world gapes upon us to this day. But when the King and Queen visited the scene they were received with enthusiasm far exceeding any Royal festival.

During this prolonged ordeal, of which several months were still to come, the King was constantly at Buckingham Palace. Proper shelters were being constructed in the basement, but all this took time. Also it happened several times that His Majesty arrived from Windsor in the middle of an air-raid. Once he and the Queen had a very narrow escape. I have His Majesty's permission to record the incident in his own words:

"Friday, September 13, 1940.

"We went to London (from Windsor) and found an air-raid in progress. The day was very cloudy and it was raining hard. The Queen and I went upstairs to a small sitting room overlooking the Quadrangle (I could not use my usual sitting room owing to the broken windows by former bomb damage). All of a sudden we heard the zooming noise of a diving aircraft getting louder and louder, and then saw two bombs falling past the opposite side of Buckingham Palace into the Quadrangle. We saw the flashes and heard the detonations as they burst about eighty yards away. The blast blew in the windows opposite to us, and two great craters had appeared in the Quadrangle. From one of these craters water from a burst main was pouring out and flowing into the passage through the broken windows. The whole thing happened in a matter of seconds and we were very quickly out into the passage. ..."

THE King, who as a sub-lieutenant had served in the battle of Jutland, was exhilarated by all this, and pleased that he should be sharing the dangers of his subjects in the capital. I must confess that at the time neither I nor any of my colleagues was aware of the peril of this particular incident. Had the windows been closed instead of open the whole of the glass would have splintered into the faces of the King and Queen, causing terrible injuries. So little did they make of it all that even I, who saw them and their entourage so frequently, only realised long afterwards when making inquiries for writing this book what had actually happened.

In those days we viewed with stern and tranquil gaze the idea of going down fighting amid the ruins of Whitehall. His Majesty had a shooting-range made in the Buckingham Palace garden, at which he and other members of his family and his equerries practised assiduously with pistols and tommy-guns. Presently I brought the King an American short-range carbine, from a number which had been sent to me. This was a very good weapon.

About this time the King changed his practice of receiving me in a formal weekly audience at about five o'clock which had prevailed during my first two months of office. It was now arranged that I should lunch with him every Tuesday. This was certainly a very agreeable method of transacting State business, and sometimes the Queen was present. On several occasions we all had to take our plates and glasses in our hands and go down to the shelter, which was making progress, to finish our meal. The weekly luncheons became a regular institution. After the first few months

CONTINUED ON PAGE 61



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His Majesty decided that all servants should be excluded, and that we should help ourselves and help each other. During the four and a half years that this continued I became aware of the extraordinary diligence with which the King read all the telegrams and public documents submitted to him. I was most careful that everything should be laid before the King, and at our weekly meetings he frequently showed that he had mastered papers which I had not yet dealt with. It was a great help to Britain to have so good a King and Queen in those fateful years, and as a convinced upholder of constitutional monarchy I valued as a signal honour the gracious intimacy with which I, as first Minister, was treated, for which I suppose there has been no precedent since the days of Queen Anne and Marlborough during his years of power.

DURING the human struggle between the British and German Air Forces, between pilot and pilot, between A.A. batteries and aircraft, between ruthless bombing and the fortitude of the British people, another conflict was going on step by step, month by month. This was a secret war, whose battles were lost or won unknown to the public, and only with difficulty comprehended, even now, to those outside the small high scientific circles concerned. Unless British science had proved superior to German, and unless its strange, sinister resources had been effectively brought to bear on the struggle for survival, we might well have been defeated, and, being defeated, destroyed.

I knew nothing about science, but I knew something of scientists, and had had much practice as a Minister in handling things I did not understand. I therefore immersed myself so far as my faculties allowed in this Wizard War, and strove to make sure that all that counted came without obstruction or neglect at least to the threshold of action. There were no doubt greater scientists than Frederick Lindemann, though his credentials and genius command respect. But he had two qualifications of vital consequence to me. First, he was my trusted friend and confidant of twenty years. Together we had watched the advance and onset of world disaster. Together we had done our best to sound the alarm. And now we were in it, and I had the power to guide and arm our effort. How could I have the knowledge?

Here came the second of his qualities. Lindemann could decipher the signals from the experts on the far horizons and explain to me in lucid, homely terms what the issues were. There are only twenty-four hours in the day, of which at least seven must be spent in sleep and three in eating and relaxation. Anyone in my position would have been ruined if he had attempted to dive into depths which not even a lifetime of study could plumb. What I had to grasp were the practical results, and just as Lindemann gave me his view for all it was worth in this field, so I made sure by turning on my power-relay that some at least of these incomprehensible truths emerged in executive decisions.

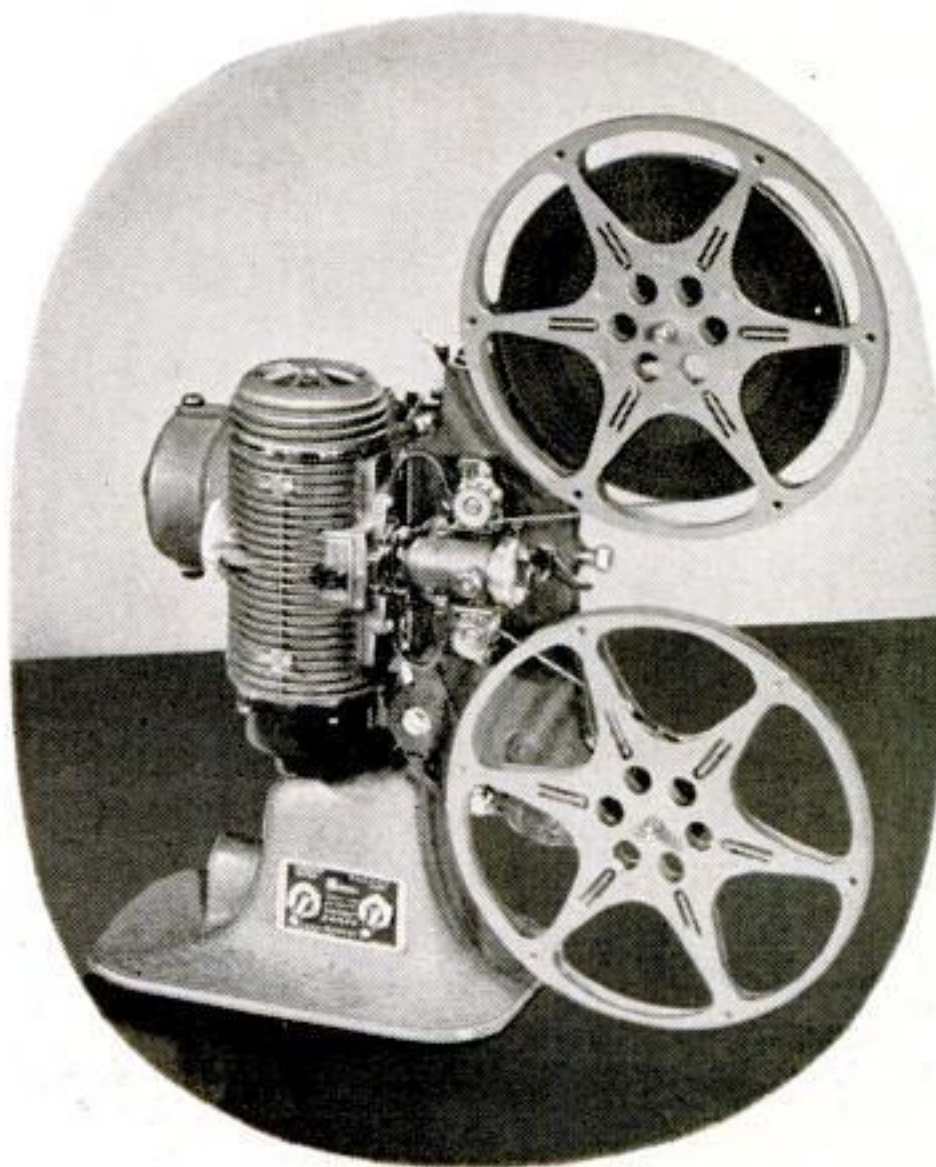
Progress in every branch of Radar was constant and unceasing during 1939, but even so the Battle of Britain, from July to September, 1940, was, as I have described, fought mainly by eye and ear. I comforted myself at first in these months with the hope that the fogs and mist and cloud which accompany the British winter and shroud the Island with a mantle would at least give a great measure of protection against accurate bombing by day and still more in darkness.

For some time the German bombers had navigated largely by radio beacons. Scores of these were planted like lighthouses in various parts of the Continent, each with its own call-sign, and the Germans, using ordinary directional wireless, could fix their position by the angles from which any two of these transmissions came. To counter this we soon installed a number of stations which we called "Meacons." These picked up the German signals, amplified them, and sent them out again from somewhere in England. The result was that the Germans, trying to home on their beams, were often led astray, and a number of hostile aircraft were lost in this manner. Certainly one German bomber landed voluntarily in Devonshire thinking it was France.

However, in June I received a painful shock. Professor Lindemann reported to me that he believed the Germans were preparing a device by means of which they would be able to bomb by day or night whatever the weather. It now appeared that the

CONTINUED ON NEXT PAGE

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Hollywood professionals and other discriminating movie makers have long preferred Bell & Howell personal movie equipment—and with good reason. They found that B & H precision paid dividends many times over—in superior movies and in the pleasure of owning the finest instruments of their kind.

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ers of Hollywood's preferred professional equipment, these new Filmos will bring the magic touch of Hollywood to your personal movie screen. See them at better photo shops now.

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by
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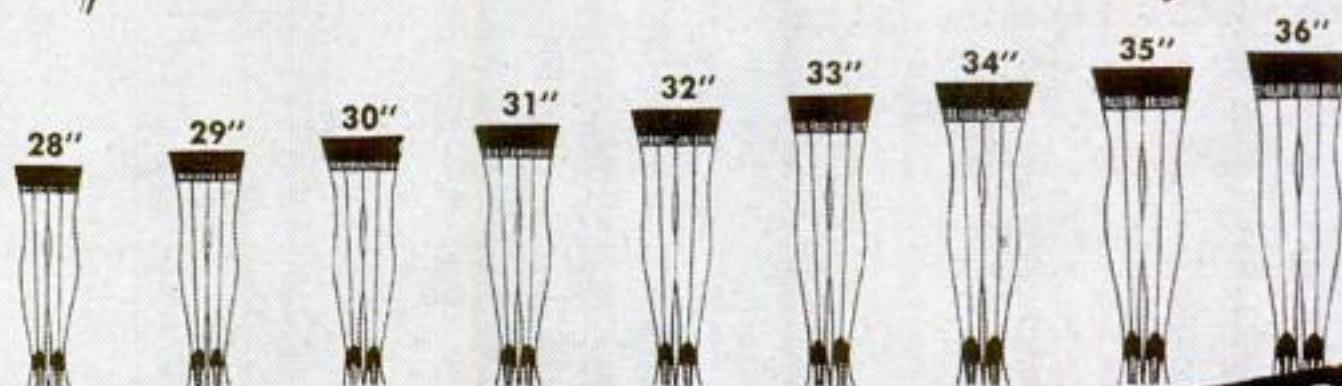
Since 1907 the Largest Manufacturer of Professional Motion Picture Equipment for Hollywood and the World

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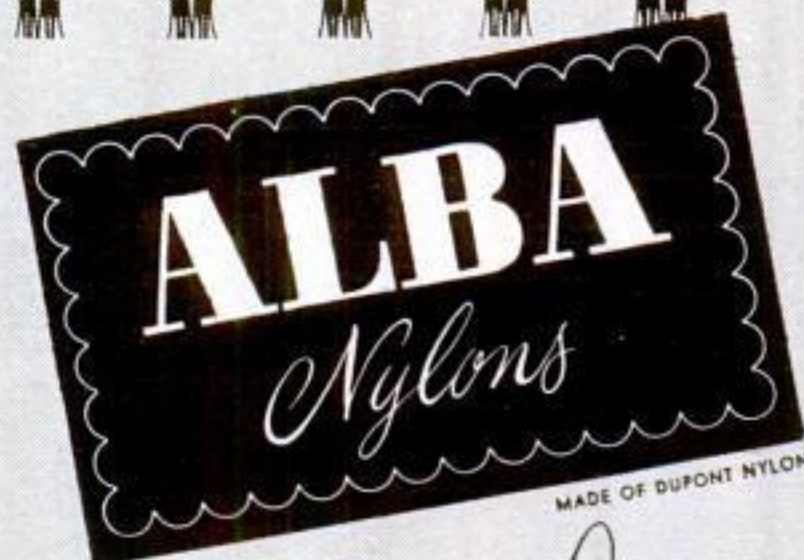


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Your length in *your* size . . . in your favorite denier, 28 inches to 36 inches. Alba Nylons meet your correct garter length. No more folding, rolling or stretching! *Your* length in *your* size.

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CHURCHILL'S MEMOIRS CONTINUED

Germans had developed a radio beam which, like an invisible searchlight, would guide the bombers with considerable precision to their target.

Lindemann told me also that there was a way of bending the beam if we acted at once, but that I must see some of the scientists, particularly the Deputy Director of Intelligence Research at the Air Ministry, Dr. R. V. Jones, a former pupil of his at Oxford. Accordingly, with anxious mind I convened on June 21 a special meeting in the Cabinet Room. A few minutes later, a youngish man—who, as I afterwards learnt, had thought his sudden summons to the Cabinet Room must be a practical joke—hurried in and took his seat at the bottom of the table. For some months, he told us, hints had been coming from sources on the Continent that the Germans had some novel mode of night-bombing on which they placed great hopes. In some way it seemed to be



SURVEYING BOMB DAMAGE

The royal residence in London was damaged by air attack nine times during the war. This picture from Mr. Churchill's personal albums shows the King and Queen, accompanied by the Prime Min-

linked with the code-word *Knickebein*, which our Intelligence had several times mentioned without being able to explain.

For twenty minutes or more he spoke in quiet tones, unrolling his chain of circumstantial evidence, the like of which for its convincing fascination was never surpassed by tales of Sherlock Holmes or Monsieur Lecoq. As I listened the *Ingoldsby Legends* jingled in my mind:

But now one Mr. Jones
Comes forth and depones
That, fifteen years since, he had heard certain groans
On his way to Stone Henge (to examine the stones
Described in a work of the late Sir John Soane's,
That he'd follow'd the moans,
And, led by their tones,
Found a Raven a-picking a Drummer-boy's bones!

I will now explain in the kind of terms which I personally can understand how the German beam worked and how we twisted

it. Like the searchlight beam, the radio beam cannot be made very sharp; it tends to spread; but if what is called the "split beam" method is used considerable accuracy can be obtained. Let us imagine two searchlight beams parallel to one another, both flickering in such a way that the left-hand beam comes on exactly when the right-hand beam goes out, and *vice versa*. If an attacking aircraft was exactly in the centre between the two beams, the pilot's course would be continuously illuminated; but if it got, say, a little bit to the right, nearer the centre of the right-hand beam, this would become the stronger and the pilot would observe the flickering light, which was no guide. By keeping in the position where he avoided the flickerings he would be flying exactly down the middle, where the light from both beams is equal. And this middle path would guide him to the target. Two split beams from two stations could be arranged to cross over any



AT BUCKINGHAM PALACE

ister, looking at the damage caused by a time bomb in a raid on Sept. 10, 1940. Three days later, as Mr. Churchill relates in his war memoirs, the King and Queen "had a very narrow escape."

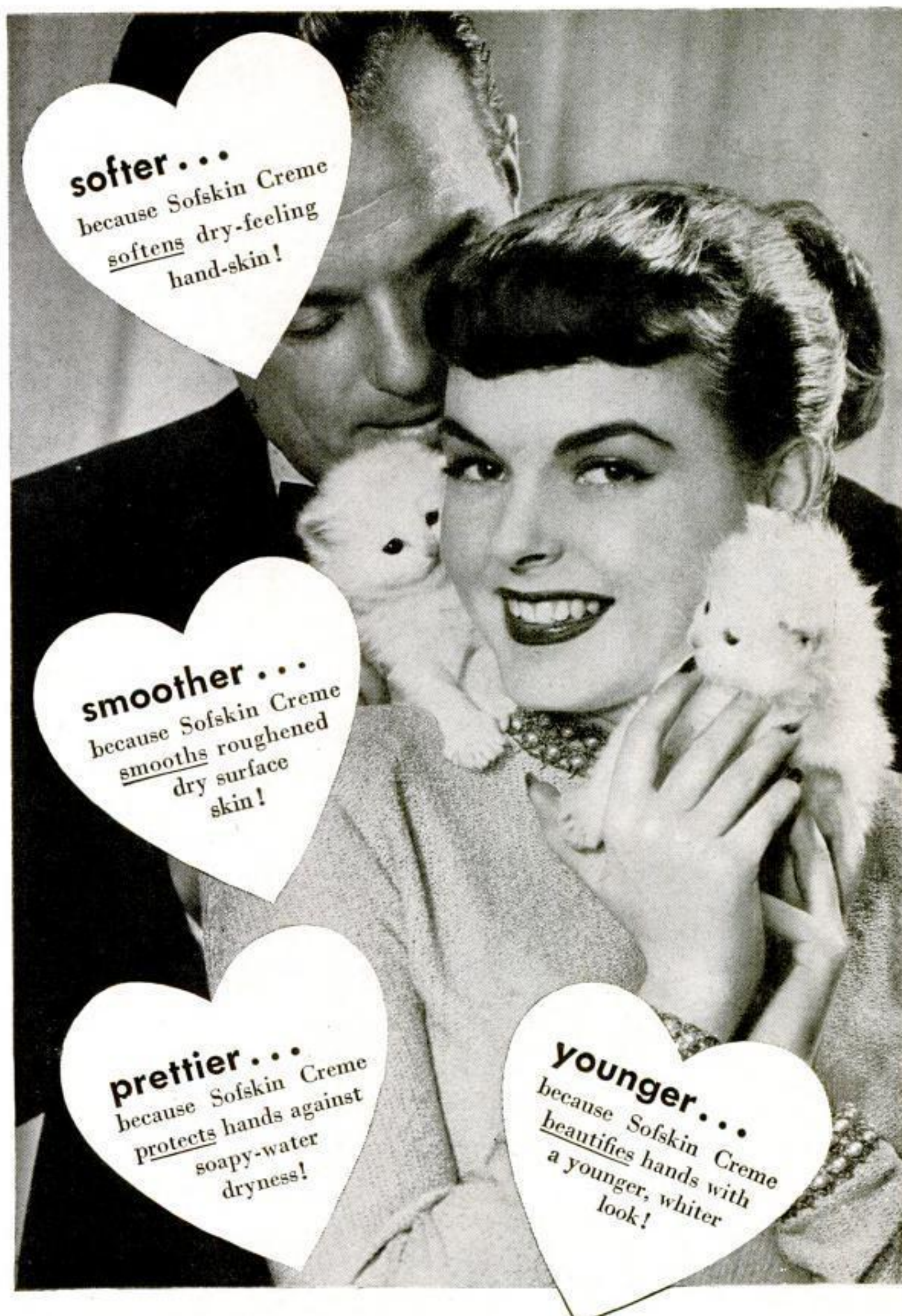
town in the Midlands or Southern England. The German airman had only to fly along one beam until he detected the second, and then to drop his bombs. Q.E.D.! With their logical minds and deliberate large-scale planning, the German High Air Command staked their fortunes in this sphere on a device which, like the magnetic mine, they thought would do us in. Therefore they did not trouble to train the ordinary bomber pilots, as ours had been trained, in the difficult art of navigation. The German pilots followed the beam as the German people followed the Fuehrer.

But, duly forewarned, and acting on the instant, the simple British had the answer. By erecting the proper stations in good time in our own country we could jam the beam. This would of course have been almost immediately realised by the enemy. There was another and superior alternative. We could put a repeating device in such a position that it strengthened the signal from one half of the split beam and not from the other. Thus the hostile pilot, trying to fly so that the signals from both halves of the split beam were equal, would be deflected from the true course. The cataract of bombs which would have shattered, or at

CONTINUED ON NEXT PAGE

"Sofskin' Hands

the softest, youngest-looking hands I've ever touched!"



softer...
because Sofskin Creme
softens dry-feeling
hand-skin!

smoother...
because Sofskin Creme
smooths roughened
dry surface
skin!

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because Sofskin Creme
protects hands against
soapy-water
dryness!

younger...
because Sofskin Creme
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a younger, whiter
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Wonderful new Sofskin Creme is 4 ways kinder to your Dryskin Hands!

See what wonderful things happen to your Dryskin Hands when you use Sofskin Creme! With its special penetrating formula, Sofskin doesn't give just a lick-and-a-promise. Its creamy goodness soaks *into* dry surface skin . . . to soften, smooth, beautify! Suddenly you have 'Sofskin' Hands . . . softer to see, smoother to touch. Use Sofskin Creme *whenever, wherever* you want softer, smoother, lovelier skin!

More women than ever before use

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Reg. U. S. Pat. Off. **CREME**

In beautiful black-and-gold jars at all cosmetic counters



A jarful of wonder-cream! A jarful of 'Sofskin' Hands!



See the General Electric Automatic Toaster at your retailer's—\$21.50*

Now... A TOASTER YOU CAN TURN YOUR BACK ON... (though you won't want to)

Toast pops up or stays warm!



Set the knob on your handsome G-E Toaster (so handsome that you'll feature it on your party table) and your toast will "pop up" or stay warm inside—as you choose. Imagine—a toaster that will keep your toast warm till the second you're ready for it!

Every slice the way you like it!



Light... Dark... Medium... or several shades in between. Just set the other knob on your General Electric Automatic Toaster. You'll get each and every slice the way you want it.

What a snap to clean!



You can clean this toaster in ten seconds! Snap-in crumb tray makes cleaning quick, thorough, and easy. Remember—in toasters as in all appliances, you can put your confidence in General Electric. General Electric Company, Bridgeport 2, Conn.

*Price subject to change without notice.

"Toast to your taste—every time."

GENERAL  ELECTRIC



ONE OF BRITAIN'S "WIZARDS"

R. V. Jones, shown with a photoelectric amplifier used to detect infrared radiation, played a big part in the "Wizard War." He helped frustrate German plans to guide bombers to their target by radio. Dr. Jones was once a pupil of Mr. Churchill's friend, Lord Cherwell.

least tormented, a city would fall fifteen or twenty miles away in an open field. Being master, and not having to argue too much, once I was convinced about the principles of this queer and deadly game I gave all the necessary orders that very day in June for the existence of the beam to be assumed, and for all counter-measures to receive absolute priority.

About August 23 the first new Knickebein stations, near Dieppe and Cherbourg, were trained on Birmingham, and a large-scale night offensive began. We had of course our "teething troubles" to get through; but within a few days the Knickebein beams were deflected or jammed, and for the next two months, the critical months of September and October, the German bombers wandered around England bombing by guess-work, or else being actually led astray.

The German air crews soon suspected that their beams were being mauled. There is a story that during these two months nobody had the courage to tell Goering that his beams were twisted or jammed. In his ignorance he pledged himself that this was impossible. Special lectures and warnings were delivered to the German Air Force, assuring them that the beam was infallible, and that anyone who cast doubt on it would be at once thrown out. We suffered, as has been described, heavily under the Blitz, and almost anyone could hit London anyhow. Of course there would in any case have been much inaccuracy, but the whole German system of bombing was so much disturbed by our counter-measures, added to the normal percentage of error, that not more than one-fifth of their bombs fell within the target areas. We must regard this as the equivalent of a considerable victory, because even the fifth part of the German bombing, which we got, was quite enough for our comfort and occupation.

The Germans, after internal conflicts, at last revised their methods. It happened, fortunately for them, that one of their formations, Kampf Gruppe 100, was using a special beam of its own. It called its equipment the "X apparatus." By the middle of September we had found out enough about it to design counter-measures, but this particular jamming equipment could not be produced for a further two months. In consequence Kampf Gruppe 100 could still bomb with accuracy. The enemy hastily formed a pathfinder group from it, which they used to raise fires in the target area by incendiary bombs, and these became the guide for the rest of the de-Knickebeined Luftwaffe.

Coventry, on November 14-15, was the first target attacked by the new method. Although our new jamming had now started, a technical error prevented it from becoming effective for another few months. Even so our knowledge of the beams was helpful. From the settings of the hostile beams and the times at which

they played we could forecast the target and the time, route and height of attack. Our night fighters had, alas! at this date neither the numbers nor the equipment to make much use of the information. It was nevertheless invaluable to our fire-fighting and other Civil Defence services. Presently our counter-measures improved and caught up with the attack. Meanwhile decoy fires, code-named "Starfish," on a very large scale were lighted by us with the right timing in suitable open places to lead the main attack astray, and these sometimes achieved remarkable results.

By the beginning of 1941 we had mastered the "X apparatus"; but the Germans were also thinking hard, and about this time they brought in a new aid called the "Y apparatus." Whereas the two earlier systems had both used cross beams over the target, the new system used only one beam, together with a special method of range-finding by radio, by which the aircraft could be told how far it was along the beam. When it reached the correct distance it dropped its bombs. By good fortune and the genius and devotion of all concerned, we had divined the exact method of working the "Y apparatus" some months before the Germans were able to use it in operations, and by the time they were ready to make it their pathfinder we had the power to render it useless. On the very first night when the Germans committed themselves to the "Y apparatus" our new counter-measures came into action against them. The success of our efforts was manifest from the acrimonious remarks heard passing between the pathfinding aircraft and their controlling ground stations by our listening instruments. The faith of the enemy air crews in their new device was thus shattered at the outset, and after many failures the method was abandoned. The bombing of Dublin on the night of May 30-31, 1941, may well have been an unforeseen and unintended result of our interference with "Y."

Thus the three main attempts to conquer Britain after the fall of France were successively defeated or prevented. The first was the decisive defeat of the German Air Force in the Battle of Britain during July, August and September. Our second victory followed from our first. The German failure to gain command of the air prevented the cross-Channel invasion. The prowess of our fighter pilots, and the excellence of the organisation which sustained them, had in fact rendered the same service—under conditions indescribably different—as Drake and his brave little ships and hardy mariners had done three hundred and fifty years before, when, after the Spanish Armada was broken and dispersed, the Duke of Parma's powerful army waited helplessly in the Low Countries for the means of crossing the Narrow Seas.

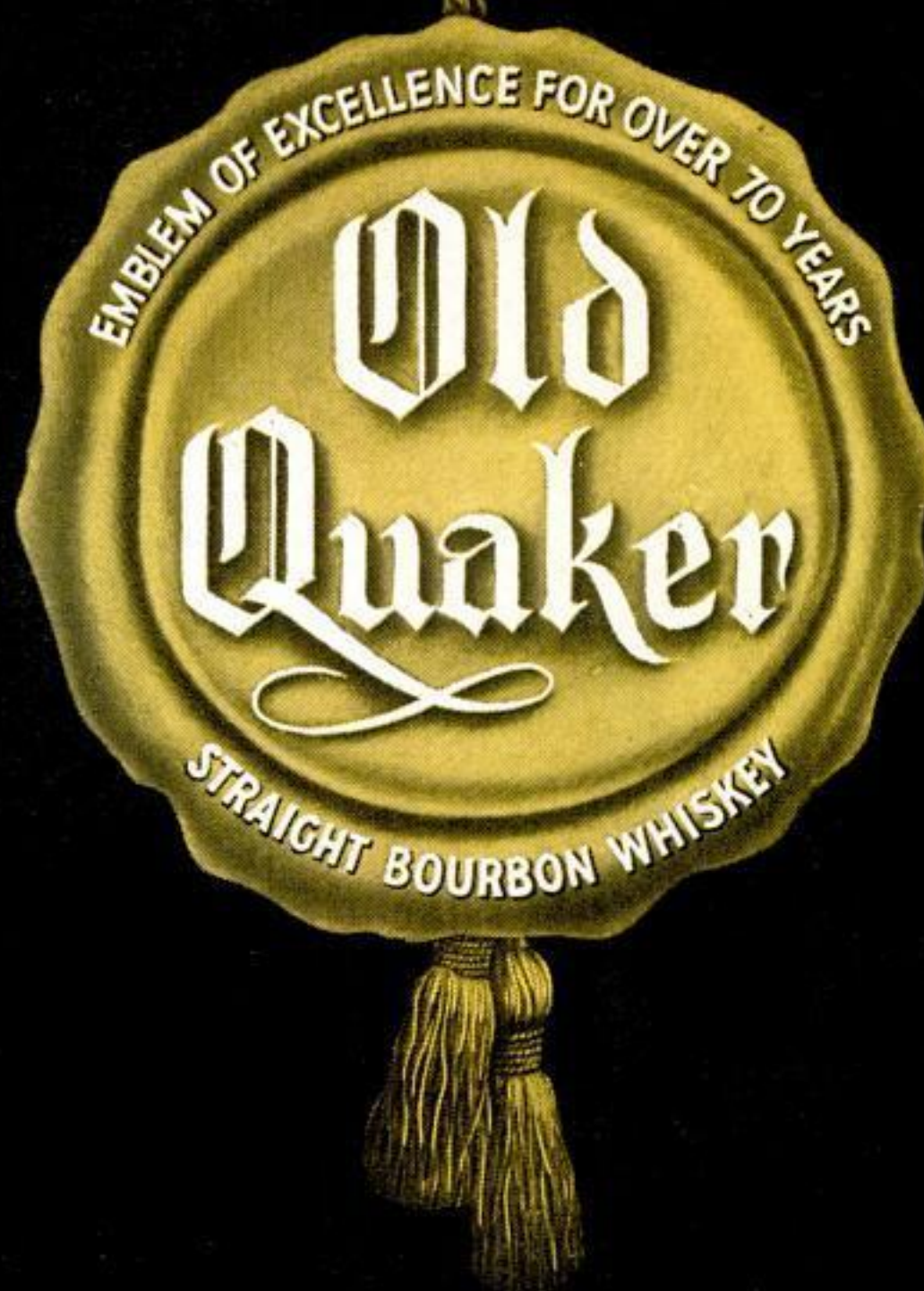
The third ordeal was the indiscriminate night bombing of our cities in mass attacks. This was overcome and broken by the continued devotion and skill of our fighter pilots, and by the fortitude and endurance of the mass of the people, and notably the Londoners. But these noble efforts in the high air and in the flaming streets would have been in vain if British science and British brains had not played the ever-memorable and decisive part which this chapter records.

In Next Week's Issue

THE FIFTH INSTALMENT OF WINSTON CHURCHILL'S "THEIR FINEST HOUR"

Next week Mr. Churchill tells his own side of a controversial issue: the destroyers-for-bases deal which brought the U.S. closer to war. Mr. Churchill reveals his personal share in the negotiations, which included drafting a statement for President Roosevelt to issue, and shows how he, like the President, had to disguise certain aspects of the arrangement in order to placate public opinion. Mr. Churchill's next instalment also tells how a mishandled wireless message deprived the British and Free French of possible victory at Dakar.

Old Quaker THE BOURBON OF FOND MEMORIES



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EVERY DROP 6 YEARS OLD

MELLOW WITH AGE

Old Quaker...the heirloom whiskey
for connoisseurs



THIS WHISKEY IS 6 YEARS OLD, 86 PROOF.

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GEORGE LOUIS OF HANOVER TAKES A STIFF NIGHTCAP ON HIS WEDDING NIGHT WHILE HIS INNOCENT YOUNG BRIDE SITS FEARFULLY IN THE ORNATE BED



A FIRE SWALLOWER described as "King of the Salamanders" shows his stuff to a curious throng at the Hanover Fair, while a barker tries to get more of the crowd to come watch his feats. Scenes at the fair are the pictorial high point of the film.

Saraband

A colorful movie turns an unflattering eye on a German ancestor of England's royal house

The pig-faced gentleman above appears in a new British film called *Saraband*, playing the great-great-great-great-great-grandfather of the present King of England. He is George Louis of Hanover who in 1714 was crowned George I of England. With a fine disregard for ancestor worship, the producers of this movie present the German forebear of the House of Windsor as a brutal, scheming, cynical glutton, who, through the conniving of his father's wicked mistress, Countess Platen, rises to the throne over the broken bodies of his child-wife, Sophia Dorothea, her soldier lover, Count Königsmarck, and most of the Hanoverian army.

The plot of *Saraband* is as confusing as the endless dynastic squabbles it deals with, and its characters are as unpleasant as any that have ever been shown on the screen. But the excellent color photography gives a vivid, kaleidoscopic picture of high and low life in 18th Century Germany: the carousings at court, the revels in the streets, the intrigues, cruelty and lurid colors of an earthy and brutal past.



A TIGHTROPE WALKER performs in this Hogarthian scene over the heads of the revelers at Hanover Fair outside the Elector's palace. As the merrymaking turns to pandemonium, Sophia Dorothea loses her self-control, rushes out into the

throng of drunken and lecherous merrymakers and pushes her way to Königs-marck's house. A spy of the wicked Countess Platen betrays the secret of their love and the countess' rage leads to the tragedy that is to engulf both the lovers.



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once you learn about year-'round Flagship travel!"

"We don't let the weather slow us down. In every
season, we keep on doing the things we enjoy
... visiting people and places we want to see
—by AMERICAN AIRLINES Flagship."

• Yes, your favorite form of fun is *all yours all year* when you
travel American, riding high above the wintry weather that hampers
surface transportation. A sunny weekend in the Southwest... a gay visit
to the big city... swimming or skiing, sightseeing or just lazin' around:
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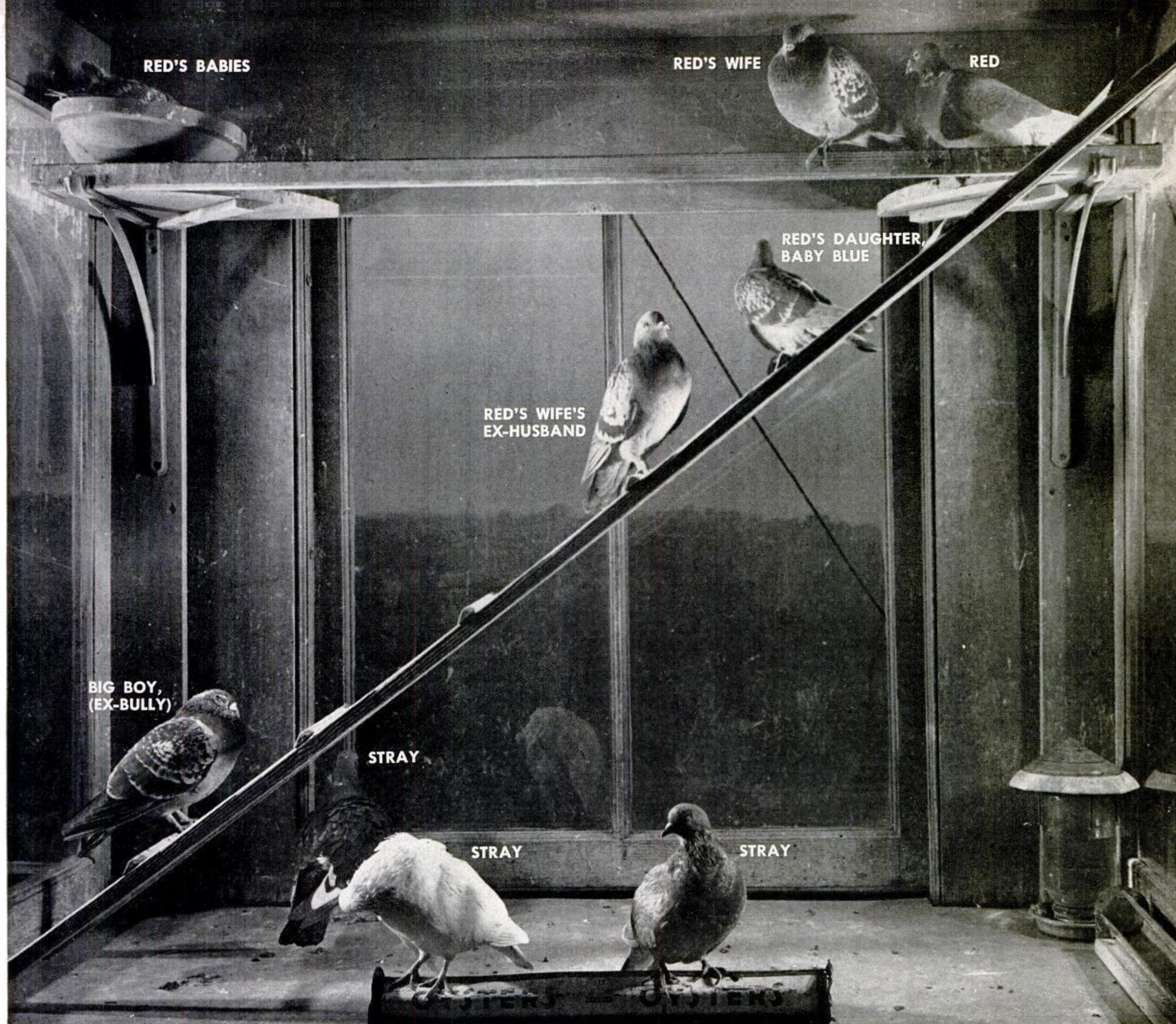


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PIGEON-COOP NOCTURNE shows Red sleeping in the best quarters at the head of the "stairway," with his wife, Mrs. Smith, dozing on one foot. Babies are

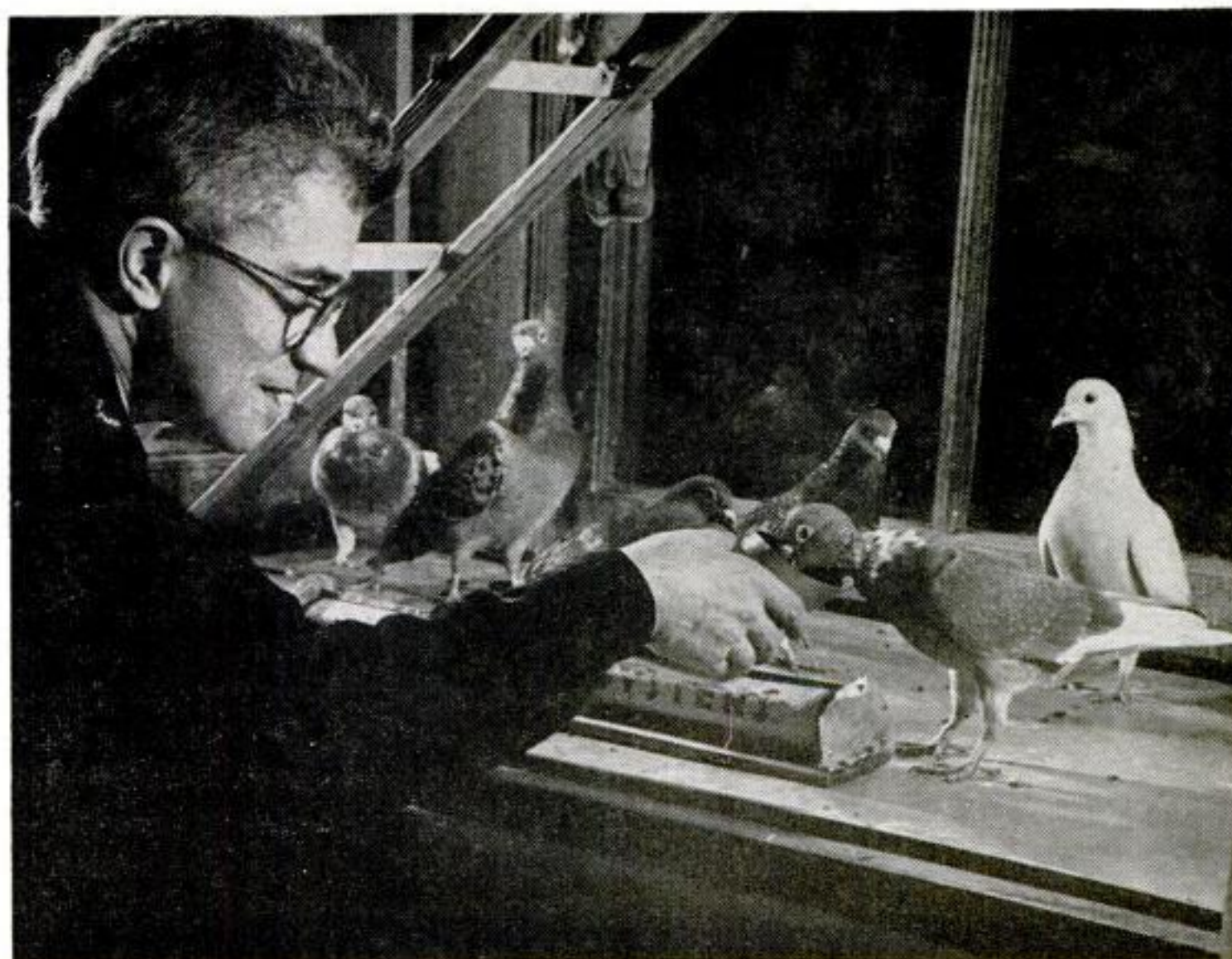
cradled in the bowl at upper left. Below Red on stairs is his 7-year-old daughter, then Mr. Smith, now merely a displaced person. At the bottom is aging Big Boy who

once aspired to both the upper nest and Mrs. Smith. He got neither. Other birds are stray visitors who, having no standing in the community, must sleep on the floor.

PIGEONS ARE PEOPLE

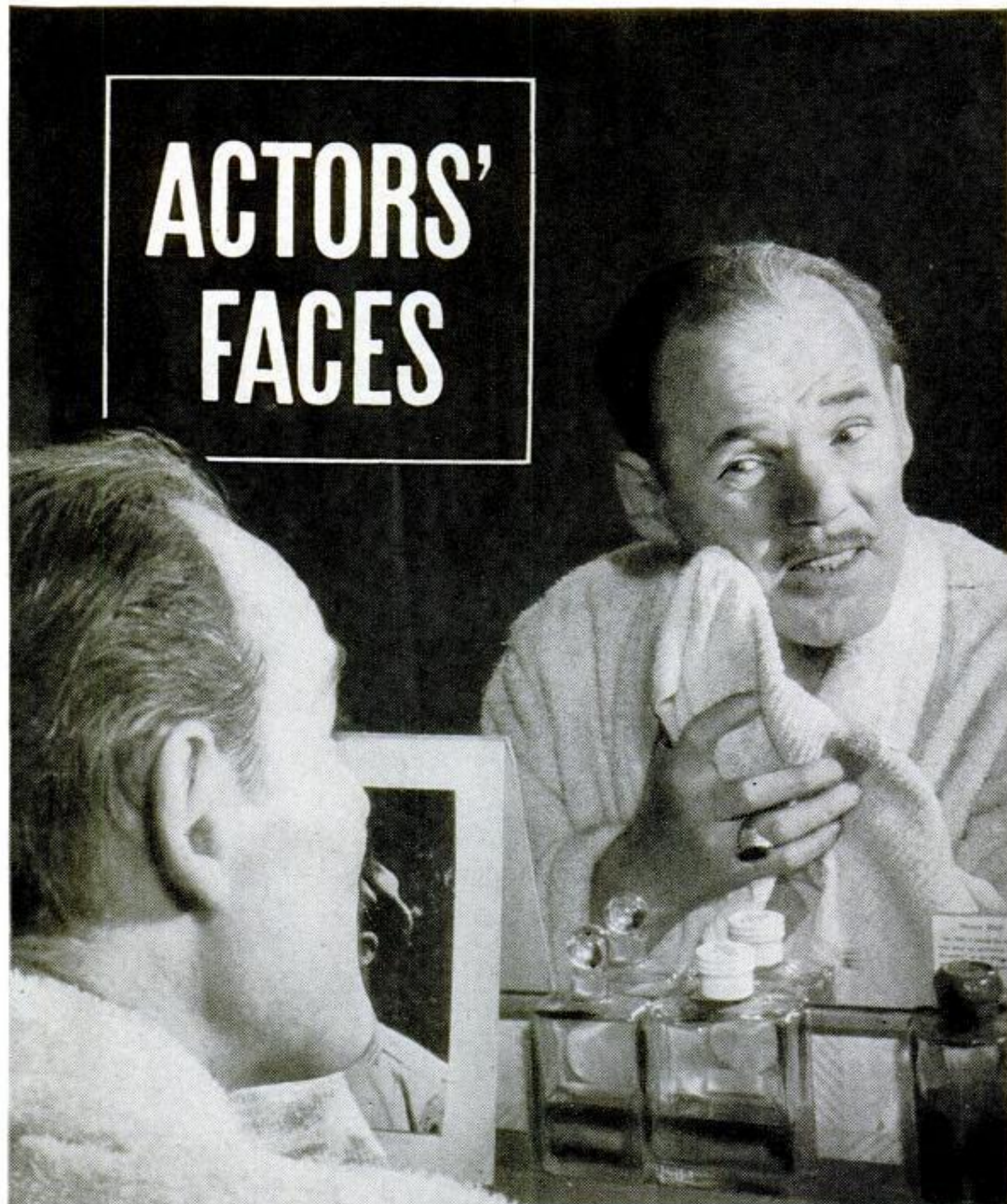
A Cincinnati physiologist finds that, like humans, they marry, guard their wives and hunt apartments

Gustav Eckstein is a professor of physiology at the University of Cincinnati, but that is incidental. Much more, he is a man who likes to watch living things live, especially canaries, cockroaches, mice and pigeons, and he keeps quantities of all of them in his laboratory just for that purpose. These he neither trains nor experiments with but simply observes with extraordinary sympathy and understanding. Currently Dr. Eckstein is interested in his pigeons, who live in a large glass "apartment" adjoining a window. He has given them names and documented their births, deaths, intrigues (pigeons are usually monogamous), fights and evictions. Particularly he has watched 8-year-old Red, a James Cagney type who, neither the biggest nor the youngest, rules the roost by quick thinking and shrewd fighting. Twice a widower, Red has taken a third wife, a Mrs. Smith, with whom he occupies the choicest nest in the whole apartment, reserving the next best for his two babies and keeping her ex-husband and an old admirer away from the missus.



IN HIS LABORATORY Dr. Eckstein feeds Red, a prodigious eater, whose superior reflexes enable him to take three pecks at the food to the other birds' one. Eckstein also has a baby pigeon who, when the doctor bows to it, politely returns his bow.

ACTORS' FACES



HENRY HULL demonstrates why actors' faces are extra-sensitive. Removing heavy stage make-up can be a slow, painful process—and hard on the skin. No wonder so many stars rely on gentle Williams for easy-on-the-face shaving.

Actors' faces are extra-sensitive

THAT'S WHY HENRY HULL SHAVES WITH
SOOTHING WILLIAMS SHAVING CREAM

"It's only natural that rubbing off stage make-up should make an actor's face sensitive," says Henry Hull, well-known star of stage and screen. "But I still get smooth, easy shaves when I use Williams Shaving Cream. It never stings or irritates... takes the fight out of the toughest whiskers."

A shaving cream can be gentle to the skin only when it is made of mild, top-quality ingredients—blended carefully as a doctor's prescription. And that's how Williams Shaving Cream is made . . . with a unique

skill resulting from over one hundred years' experience.

Smooth, comfortable shaves

Williams creamy, soaking lather softens tough beards *completely*. It lets your razor shave closely and cleanly—and it leaves your face feeling smoother and refreshed. Get a tube of Williams today.

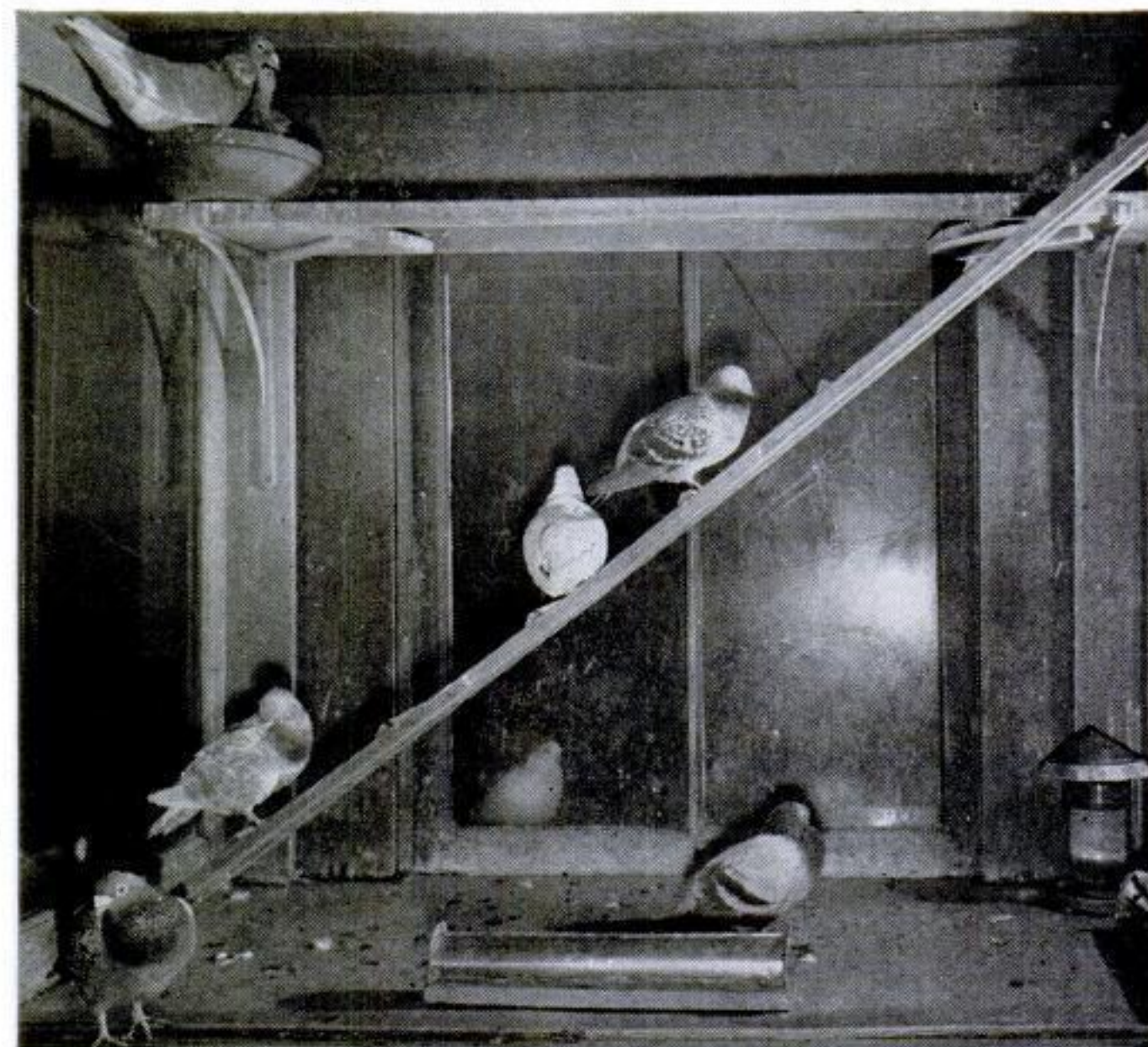
If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier and richer Williams Brushless Cream.



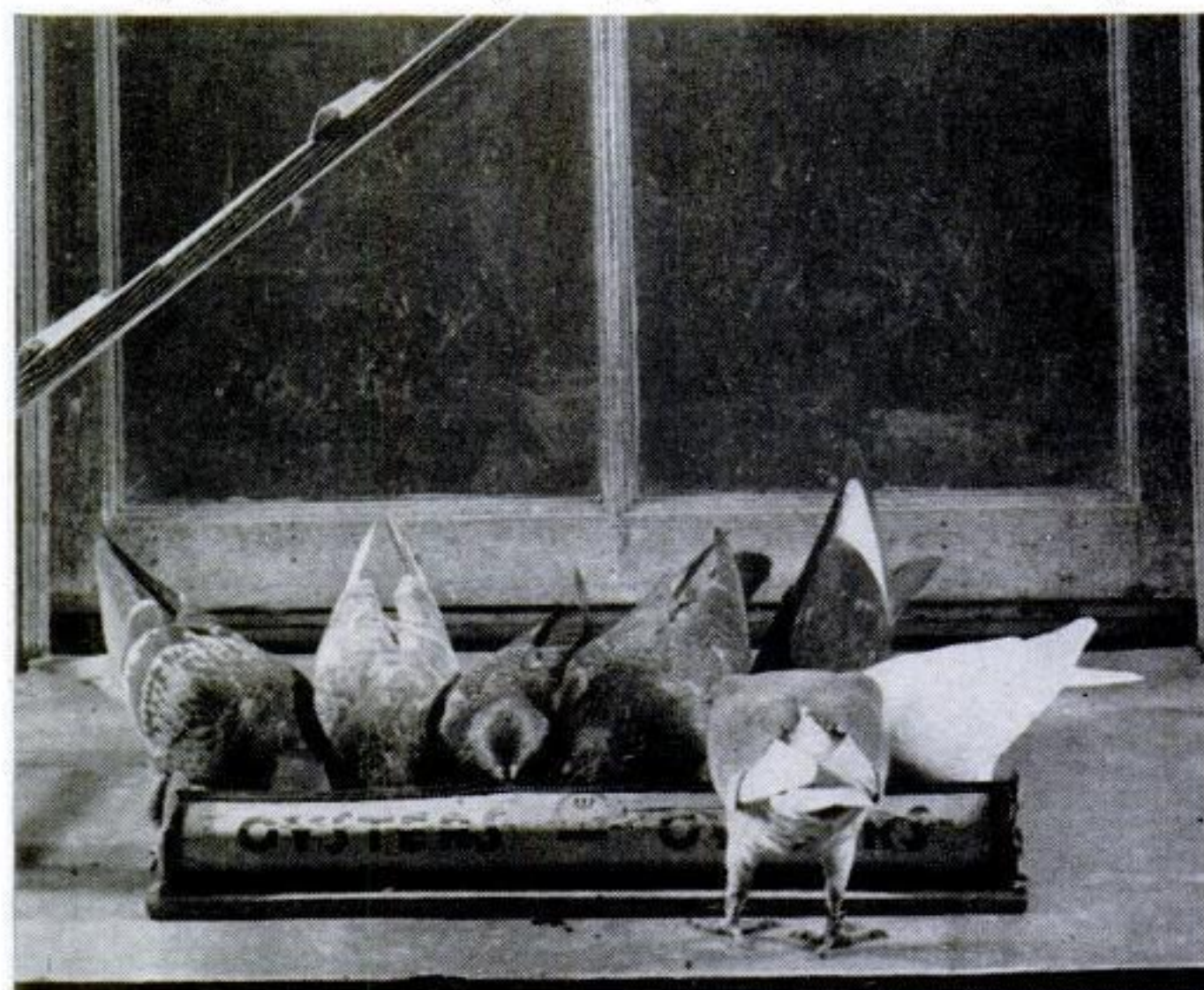
For the perfect finish to any shave, enjoy a refreshing dash of cool, tingling, cleanly scented AQUA VELVA. It's the world's most popular After-Shave lotion.



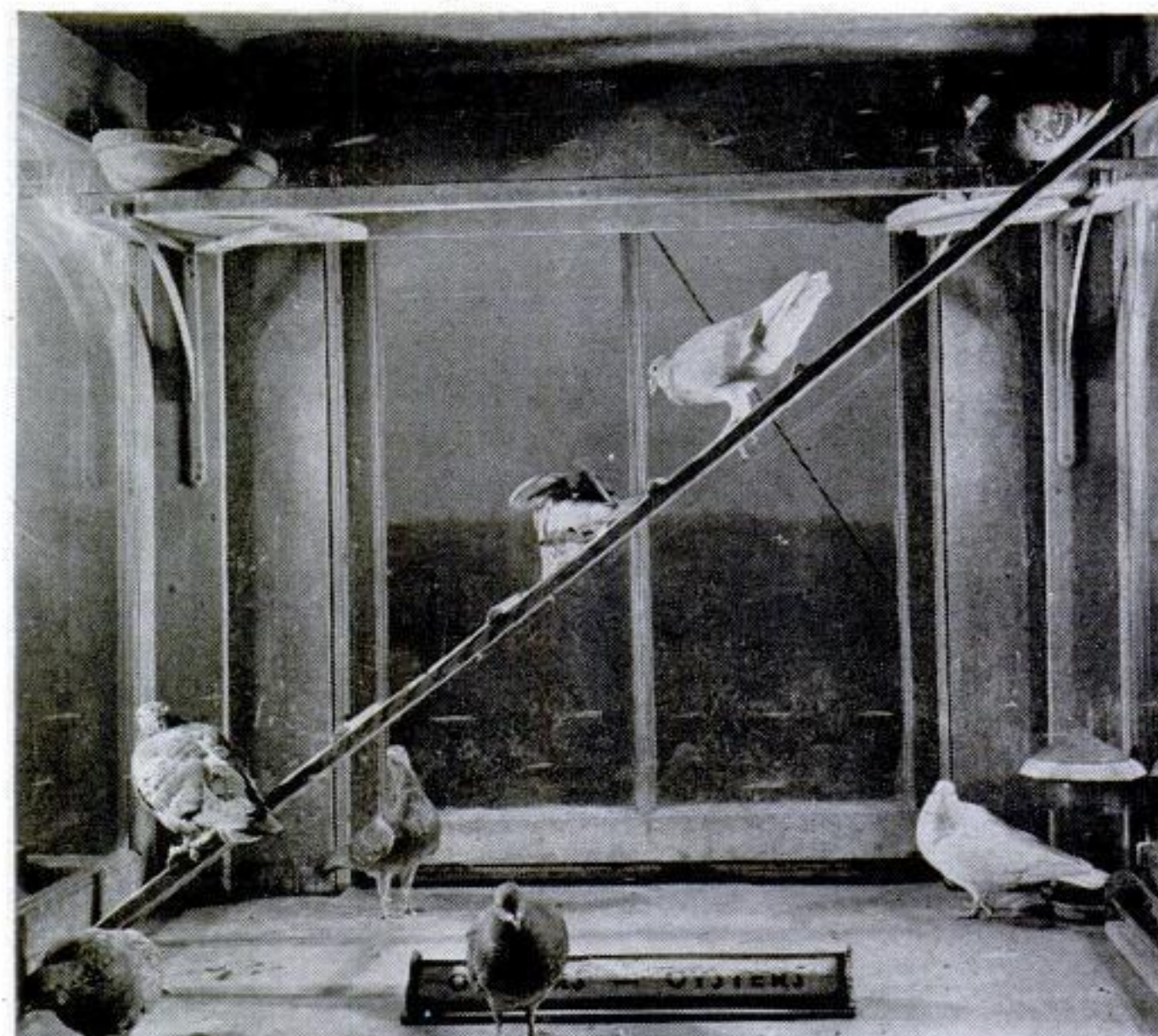
Pigeons CONTINUED



A GOOD FATHER, Red feeds regurgitated milk to the young squabs (*upper left*) who are the 29th and 30th of his children by three wives. Mrs. Smith is walking upstairs. Mr. Smith (at trough) took her desertion of him very hard.



A GOOD EATER, Red (tail to camera) is also rather finicky, preferring to feed from either the other side of the food tray as he does here, or the ends where he is less likely to be jostled. He is usually first to answer chow call.



A GOOD FIGHTER, although only when there is reason for it, Red pushes an intruder down the long stairway. Except for his wife, he never permits any pigeon to get to the top of the stairway, not even his last year's children.

A LOT MORE TRAVEL *for* A LOT LESS MONEY



In fewest words, that's the Greyhound Story!



A LOT MORE RELAXATION

Everybody knows that Greyhound travel costs much less . . . but there are still a few people who haven't experienced the comfort of individual multi-position chairs especially developed for Greyhound, and supreme in the transportation world for relaxed, pleasant riding.



A LOT MORE CONVENIENCE

Greyhound carries so many millions of people, in comparatively small groups, that it is able to offer far more frequent daily departures—hourly or better on many schedules. Your baggage rides with you—you get it immediately upon arrival.



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A single ticket (Greyhound) will take you to any of the 48 states, through Canada, and into Mexico. Greyhound serves all the big cities—and it also serves the little towns and communities in between.

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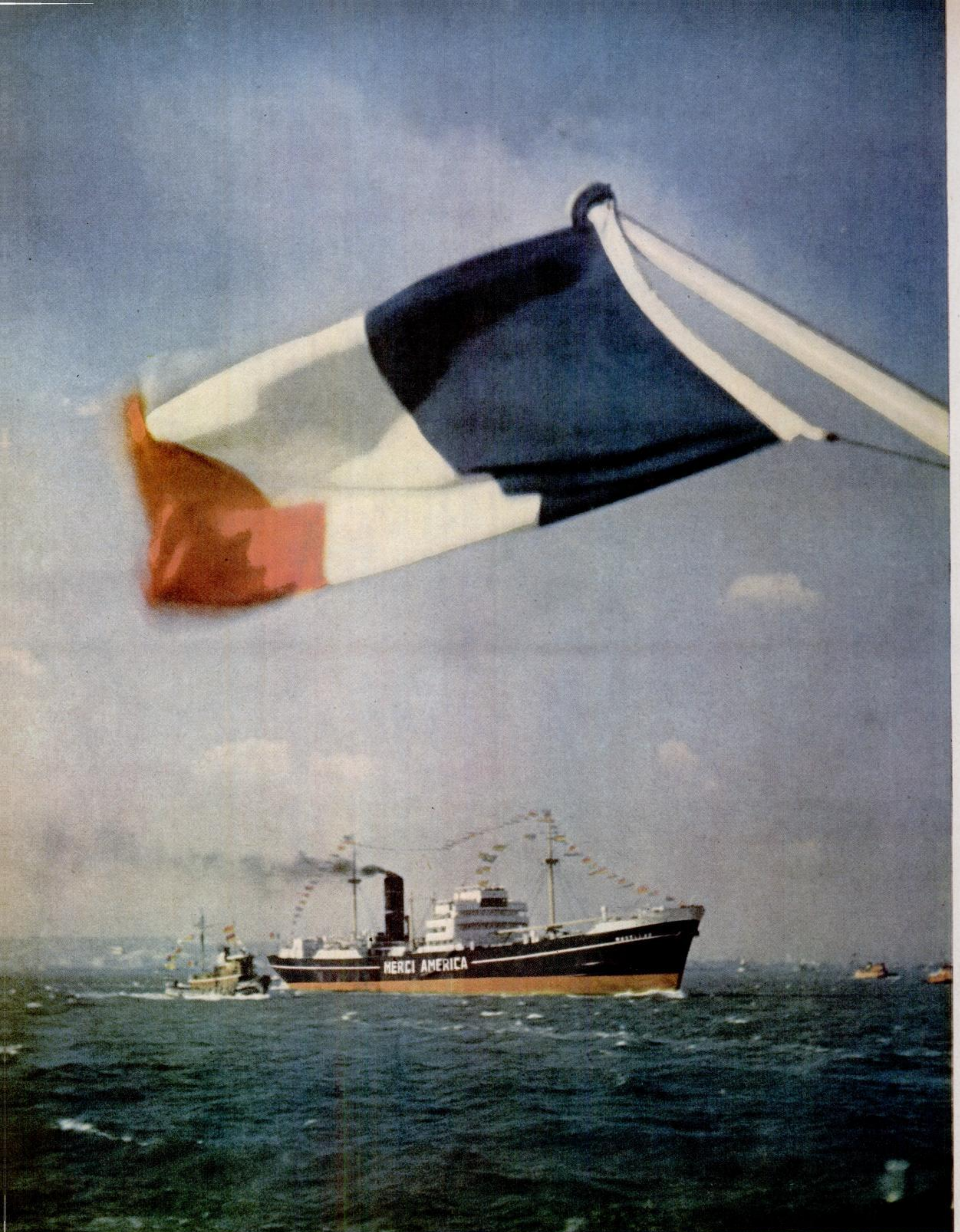
Just compare the fares of any other type of transportation! Greyhound gives you a bonus of many miles for each dollar—and costs one-third to one-quarter as much as operating your own car.

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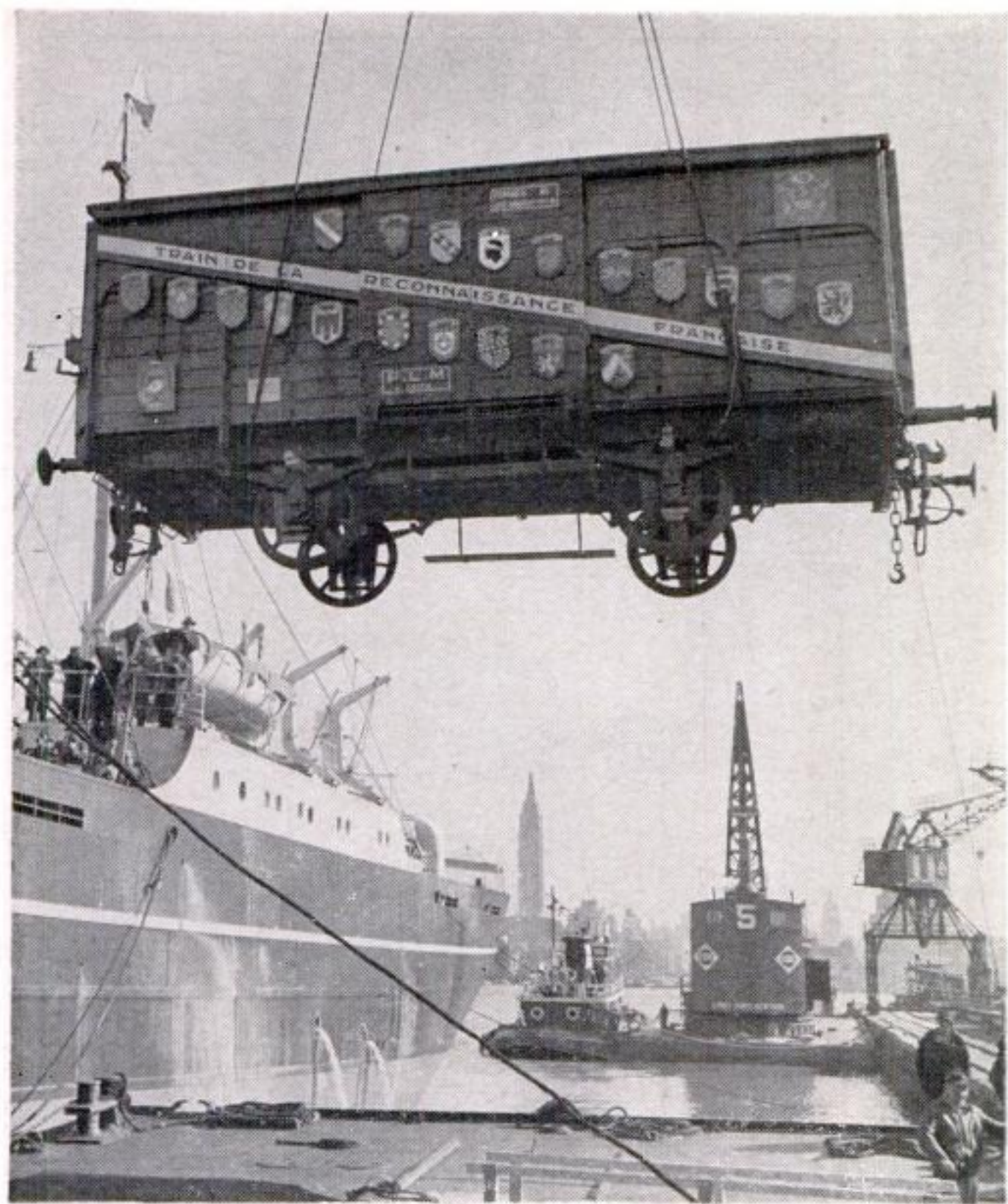
America's fine highways—wider and smoother every year—penetrate the loveliest scenic areas, the most magnificent mountains, seashore and lake country. You enjoy the scenery while one of the world's best drivers pilots your coach.



Relax with **GREYHOUND** in easy-riding SuperCoaches



THE GIFT-LADEN SHIP "MAGELLAN," PAINTED WITH HUGE LETTERS READING "THANK YOU, AMERICA," STANDS INTO NEW YORK HARBOR WITH ALL FLAGS FLYING



A "40 AND 8" CAR, adorned with the shields of France's provinces, is unloaded in New York Harbor. Its gauge is too narrow to fit railways in the U.S.

THE "MERCİ" TRAIN

France sends 49 boxcars full of gifts to the U.S.

On Feb. 2 the French freighter *Magellan* steamed into New York carrying 49 antique, narrow-gauge boxcars in her hold. These were the cars of the Gratitude Train, France's reply to the American Friendship Train which in 1947 toured the U.S. and collected \$40 million worth of food and clothing for the hard-pressed people of France. Each boxcar was packed with 5 tons of gifts, and each was addressed to a separate state. (The contents of the 49th car will be divided between the District of Columbia and Hawaii.) The gifts (*next page*) were of all varieties and value and they came, as the American gifts had come, from private citizens. Soon they will be distributed by governors' committees, largely to museums and other institutions, where they will remain as souvenirs of what New York's Mayor William O'Dwyer called "the most heart-warming event in recent international history."



FRENCH AMBASSADOR BONNET (RIGHT) WELCOMES TRAIN IN NEW YORK

CONTINUED ON NEXT PAGE

"Can't help lovin' GRO-PUP"



They yearn, yearn, yearn for crunchy-crisp Gro-Pup Ribbon!
Smackin' good . . . and *nourishing!*

Right for sound bones. Right for strong muscles. Right for sleek coat!
Gro-Pup contains meat meal, skim milk, homogenized fish—23 "dog thrive" ingredients in all, with every vitamin and mineral dogs are known to need!

Give your dog this wholesome, "smackin' good" food today—and *every* day.

It's veterinary-approved . . . the *only* Ribbon-type dog food available!

THRIFTY, TOO! Not 70% water like most canned dog foods. With Gro-Pup—you add the water! You get almost 11½ lbs. of solid, nourishing food in every package of Gro-Pup Ribbon . . . it's the biggest box on the shelf!



It's Smackin' Good... it's Kellogg's

The Great Gildersleeve Says: "Yes sir - **EDGEWORTH**



is
*America's
Finest!"*

Hollywood, California

Edgeworth
Richmond, Virginia
Gentlemen:

You may be interested to know that the
Water Commissioner of Summerfield has been
a loyal Edgeworth smoker for years.
Mr. Peavey, our druggist, tells me that Judge
Hooker also smokes it -- the old goat!

Seriously, I get a great deal of comfort
and relaxation from your grand Edgeworth
Pipe Tobacco -- especially during rehearsal
on our "Great Gildersleeve Show."

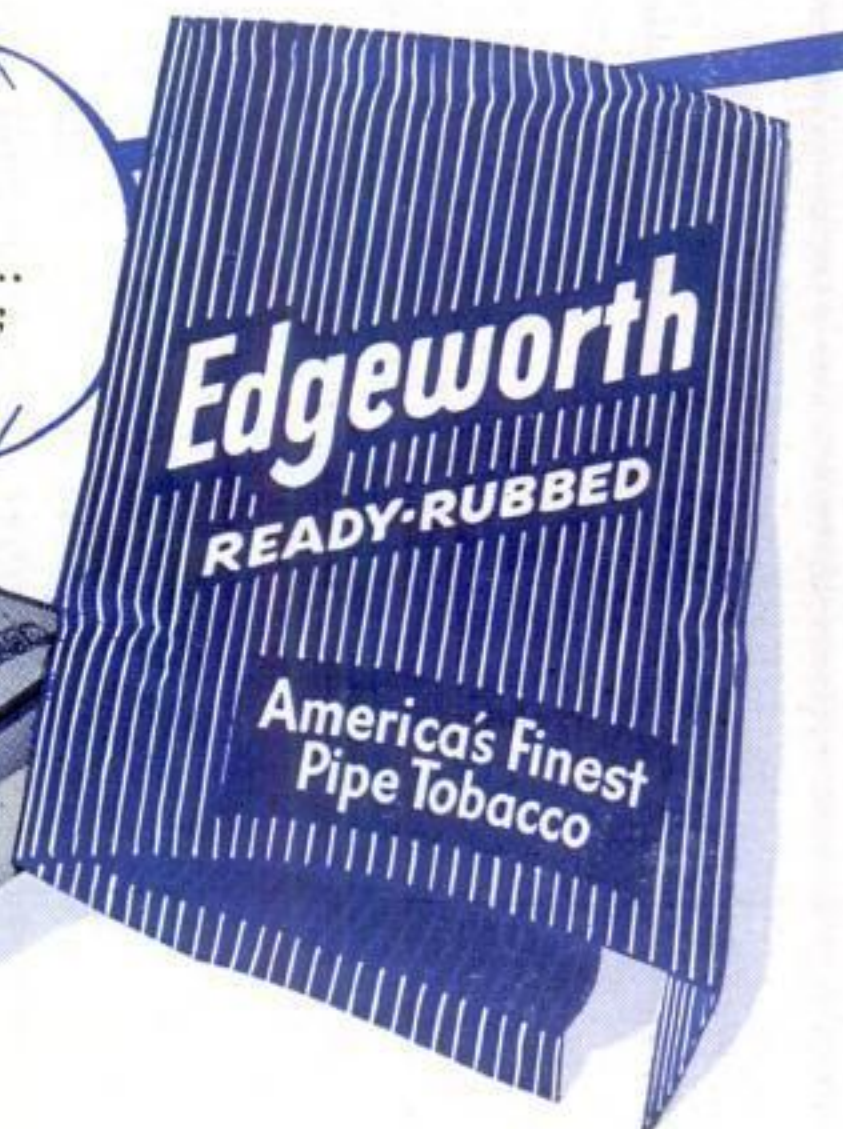
Yes sir, as I've always said: Edgeworth is
America's Finest!

Yours sincerely,
Hal Peary
(The Great Gildersleeve)

RELAX

...with **EDGEWORTH READY-RUBBED**...
slow-burning, cool-smoking. And,
remember—"every pack is a pouch!"

...with **EDGEWORTH SLICED**...
crumble to your personal
taste.



HEAR THE GREAT GILDERSLEEVE FOR KRAFT FOODS WEDNESDAY NIGHTS, NBC



MARTIAL SOUVENIRS turned up in great number among gifts. German soldier's helmet was picked up on battlefield by Frenchman in World War I.



IN PARIS two Frenchwomen lug a painting into the hall where gifts were collected. Like many of the other donors, they wished to remain anonymous.



BUST OF F.D.R. was given by a young French sculptor. Tag attached to it gives donor's name in case American admirers wish to communicate with him.

ANNOUNCING THE NEW

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ANOTHER FUTURAMIC
WITH NEW **ROCKET** ENGINE!



White sidewall tires optional at extra cost. Hydra-Matic Drive standard equipment on Series "98" and "88" models, optional at extra cost on "76."

Look what's winging your way! A *third* new Futuramic line for 1949 . . . the Oldsmobile "88" . . . bringing the spectacular new "Rocket" Engine to a lower price range! Watch that dashing style and flashing action . . . you'll see the *newest, most exciting* car on the road! The new Oldsmobile "88" has Hydra-Matic Drive with *Whirlaway* as standard equipment. It features Futuramic styling at its finest, in a brand new 1949 Body by Fisher. And in the "88," you'll find Oldsmobile's revolutionary new high-octane, eight-cylinder engine . . . the "Rocket!" Here's performance that couples incredible smoothness with true *high-compression* power. You've got to try it to believe it! So make a date with the "88" . . . at your Oldsmobile dealer's. See it . . . drive it . . . and discover—"The New Thrill!"

"The New Thrill"

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Sure by Day... **Sure** by Night...the magnificent
pre-war quality of Seagram's 7 Crown



Say Seagram's and be Sure ...of Pre-War Quality

SEAGRAM'S 7 CROWN. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. Seagram-Distillers Corporation, Chrysler Building, New York

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ONE Label...

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**NOW ENJOY PEAS AND CORN
WITH SUNNY SUMMER SWEETNESS**

We're mighty proud of this label! No matter where you find it PictSweet stands for just one thing... Premium quality... in canned Peas and Corn and a complete line of Frozen Foods. Serve them with pride. Eat them with extra enjoyment.

You've no idea how carefully we guard the tenderness and flavor of every PictSweet product, from the moment our specially selected seeds are planted in fertile Western valleys through every phase of picking and packing. Look for the PictSweet label at your grocers . . . enjoy America's Premium Peas and Corn today.



LONG-LEGGED YVONNE ADAIR, IN A NUMBER CALLED "GLADIOLA GIRL," DOES THE "YAHOO STEP," WHICH PARODIES THE HECTIC DANCE ROUTINES OF THE 1920s

"LEND AN EAR"

Revue takes eight years to reach Broadway but is full of bounce

Lend an Ear is a phenomenon among musical shows. It began as a 1941 Pittsburgh little theater revue, went to a straw-hat playhouse, then to Los Angeles and now, still full of bounce and beans, has become a Broadway hit. Done without fancy trimmings by a cast of 21 young actors, it gives a playgoer the kind of happy surprise he gets when he discovers the girl next door can sing and dance.

Best single number in the revue is *Gladiola Girl*.

Back in 1925, the announcer explains, six companies of a Broadway musical hit the road. Only five came back. But the missing company has finally turned up and forthwith performs that "sparkling musical smash, *The Gladiola Girl*." A fine travesty of such old hits as *Good News* and *No, No, Nanette*, the lost road show kids the vintage corn of the 1920s but also preserves the speed and vigor that made the old shows so wonderful in their day.

"Lend an Ear" CONTINUED

"GLADIOLA GIRL" RAZZES A 1925 MUSICAL SHOW



An Instant Success

It's the instant coffee America has been waiting for! You make it right in the cup . . . exactly the strength you like best—just the amount you want.

And there's no pot to wash . . . no messy grounds to get rid of . . . and no waiting! Costs about a penny a cup. Compare it for quality with any coffee made any way. Get your jar today!



Chase & Sanborn
Instant Coffee Product



PLAYBOY HERO of musical comedy, *The Gladiola Girl* (written, like most of revue, by Charles Gaynor), is Larry Van Patten (William Eythe), who charms debutantes with snappy repartee, glittering smile and song, *Where Is the She for Me?*



HUMBLE HEROINE (Gloria Hamilton), who falls in love with Larry, has an obsession for carrying armfuls of gladiolas.



HEARTS ARE BROKEN when the dainty gladiola girl sees Larry arrested for running rum. While Larry is dragged off by policeman, his sweetheart resolves to forget her sorrow by drinking hooch and indulging in other forms of riotous living.



HEARTS ARE MENDED when heroine, for whom life has lost all meaning, is rescued from a reckless swim in the surf.



"TEENY LITTLE NEST" is final outburst of Larry and the gladiola girl (center) after it is disclosed that he is neither playboy nor rumrunner but a U.S. government agent in disguise.

While lovebirds play pat-a-cake, chorus gives forth startling biological announcement: "Maybe soon we will be blest with an eggie in our nest, in our teeny little weenie nest for two."

CONTINUED ON PAGE 82



knock on any door

in any big city and you're liable to find a "Pretty Boy" Romano. He knows all the angles, loves all the girls, hates all cops. His code: Live fast, die young and have a good looking corpse!

written in brutal honesty
and profound compassion



A lost girl from anywhere who married for love and found disillusion



Nick Romano, the sensitive boy who dreamed of the stars and stumbled into a gutter

COLUMBIA PICTURES presents

Humphrey BOGART

KNOCK ON ANY DOOR

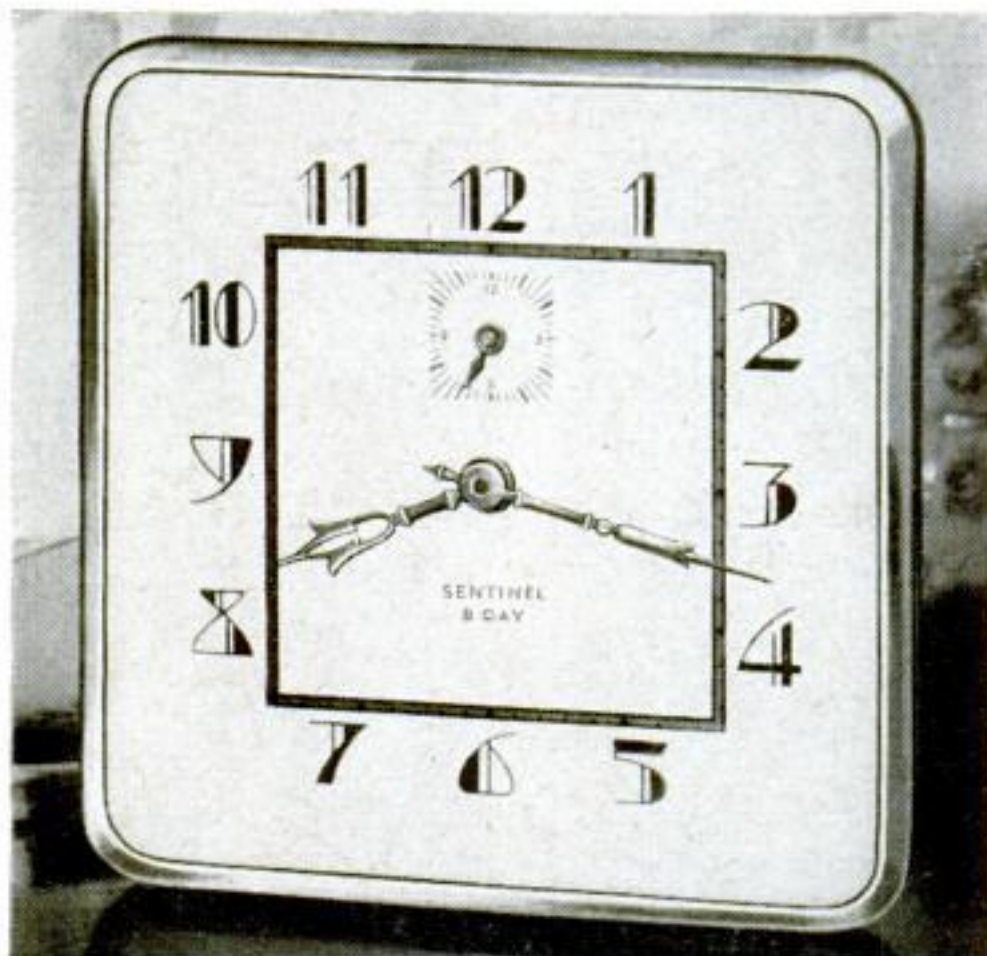
introducing **JOHN DEREK** as Nick Romano

with **GEORGE MACREADY** • **ALLENE ROBERTS** • **SUSAN PERRY**

Screenplay by Daniel Taradash and John Monks, Jr.
A SANTANA PRODUCTION OF THE NOVEL BY WILLIAM MOTLEY

Directed by **NICHOLAS RAY** • Produced by **ROBERT LORD**

8-Day Alarm Clock You Wind only Once a Week is "Eye-Opener" at \$4⁵⁰



Mighty goodlooking, too! Sentinel Liberator has a modern dial and ivory baked enamel case, graceful hands. Clear bell alarm, watch-type escapement. An outstanding alarm clock buy.

The better the store, the surer you'll find Sentinels



SENTINEL PRINCE—with radium dial and hands—is a little Prince of an Alarm Clock 3 1/4" high. Case is gleaming ivory baked enamel, and the airflow base is satin brass plated. Quiet as a mouse, one key winds both time and alarm, only \$4.50. With plain dial and hands, only \$3.50.



SENTINEL CAMEO Wrist Watch is a real beauty you'll be proud to own, and a very reliable timekeeper. The smartly designed case has 10 kt. rolled gold plate front, and stainless steel back. Raised numeral dial. Genuine pigskin strap. Looks expensive, but is only \$7.95.



SENTINEL AUTOCRAT—we just can't make enough of this popular Pocket Watch. It is a sturdy and reliable timekeeper, with a good looking chromium plated case, and outside black enamel numeral dial. Also has the much desired rotary second indicator. A great value at only \$2.75.



SENTINEL PRINCESS is a miniature Alarm Clock that's a joy to look at. Trim and smart—only 3 1/4" square, the case is ivory baked enamel with polished brass plated frame for the lovely modern dial. One key winds both time and alarm, \$3.50. With radium dial and hands, \$4.50.

Send for free picture folder of Sentinel clocks and watches.

THE E. INGRAHAM COMPANY
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SENTINEL

Clocks and Watches



A
NAME TO
REMEMBER

"Lend an Ear" CONTINUED



CAROL CHANNING IS HILARIOUS

Carol Channing (above) is just one of the mincing chorines in the *Gladiola Girl* line, but whatever she does—or even when she does nothing at all—everybody watches her. With high skirt, underslung waistline, head-hugging cloche, bemused baby stare and unregenerate coyness, Carol evokes all the nonsense of the flapper era a quarter of a century ago. A big (6 feet tall) girl, she clowns so expertly as a featured player all through the revue that the critics call her "a great gift to the stage" and mark her as one of Broadway's most promising comediennesses.

a new experience awaits you at the wheel of a Jeepster...

created for the young-in-spirit, this fleet fun-loving car will

remind you that motoring can be something more than mere transportation



PHOTOGRAPHED AT NANTUCKET BY WALTZ

meet the **Jeepster**

Grin and steer it...learn why the Jeepster puts such fun into motoring. We don't recommend one-hand driving *but you'll wonder why you need two!* "Easy to handle" doesn't say it. It's more than responsiveness. There's verve and zip in the personality of the Jeepster, a feeling of gay companionship. Dawdle along the boulevard, or bowl down the highway in a flash of color, the Jeepster's quick to join your mood. Like a dependable old friend, it's careful with your money, too. In fact, this is the first car in two decades to so capture the imagination of people who truly enjoy a good motor car. Come, meet the Jeepster, at Willys-Overland dealers.



WILLYS-OVERLAND MOTORS, TOLEDO • MAKERS OF AMERICA'S MOST USEFUL VEHICLES



"SEA CAPTAINS CAROUSING IN SURINAM," done by John Greenwood in 1758, shows hardy New England mariners celebrating in the port of Dutch Guiana. The two chatting at center of table are



Some Early Old paintings portray grownups as they

The St. Louis Art Museum was very pleased with itself recently when it announced that it had bought from an old New England family the painting shown above. It paid \$8,500 and felt it had a good buy because *Sea Captains Carousing in Surinam* is one of the few paintings ever found which shows the uninhibited life of early Americans. It is a candid and explicit report on the way respectable New Englanders sometimes carried on when away from home. At this mariners' party in a foreign port a vigorous card game goes on at the left, and at right some participants, brandishing canes and long-stemmed pipes, are dancing with abandon. At the table an old salt has already passed out, and while a reveler douses him with grog, another is surreptitiously being sick in his pocket.

The sturdy characteristic of Colonial painting, which became a tradition in American art, is evident in the portraits done at the time, like the ones at the bottom of these pages. In a different and less bacchanalian way than the scene



(right) Esck Hopkins, later the Navy's first commander in chief, and Nicholas Cooke, future Rhode Island governor. Pouring grog on celebrant is Stephen Hopkins, a signer of Declaration of Independence.

Americans

should not be, children as they should

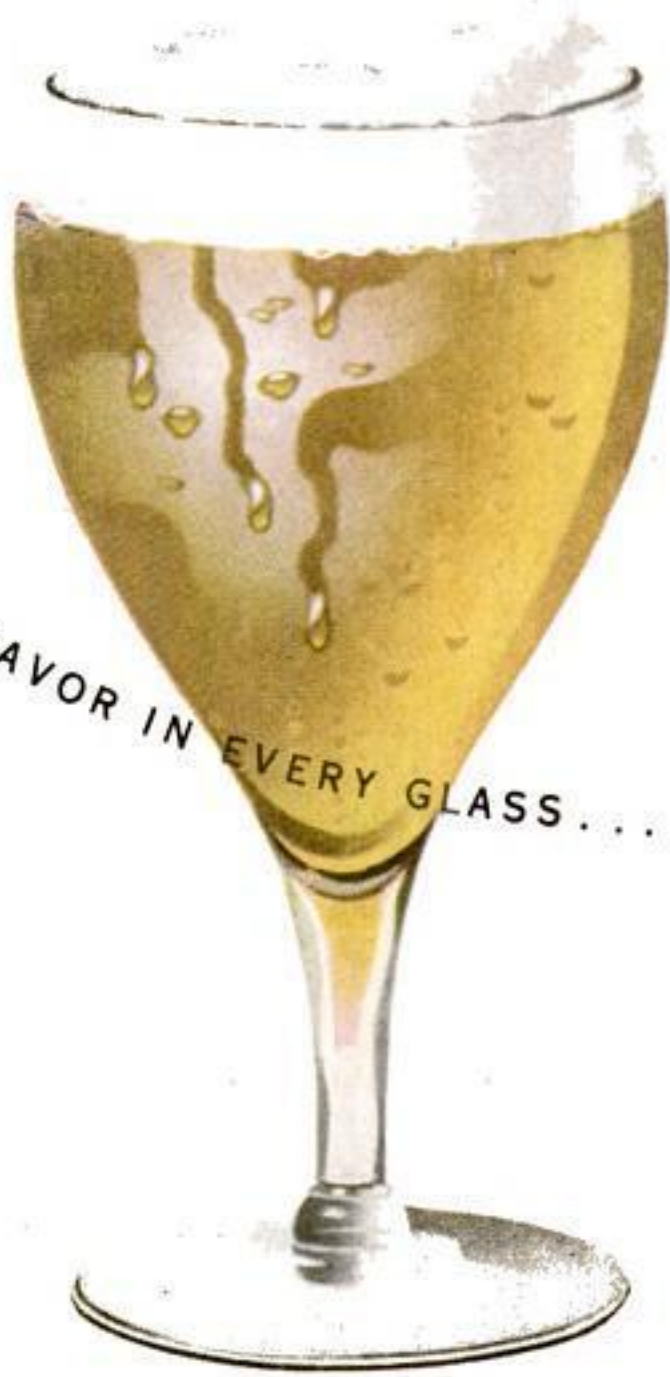
above, they also constitute an invaluable record of Colonial life. Not meant to be exact likenesses, they reveal what the notables of the time and their families wanted most to look like. In his recent authoritative book, *First Flowers of Our Wilderness*, James Thomas Flexner writes that "each picture shows not only a person, but also his class and his generation." The boy at left, posturing like a royal scion, was the grandson of the fifth Lord Baltimore. Painted by a leading Maryland artist in 1761, the portrait was an attempt at the gracious and grandiose style then fashionable in England, but it turned out more blunt than gracious, more down-to-earth than grand. The picture of the sober young De Peyster (right), a big name when the Dutch ruled New York, was done about 1730 by one of several artists whom Flexner calls "Patroon Painters." Though imitating sophisticated European court art, its feeling is native American. "Elegance has given way to wonder," writes Flexner, "worldliness to innocence."



DE PEYSTER BOY BY AN UNKNOWN



PURITY, BODY, AND FLAVOR IN EVERY GLASS.... AMERICA'S



AMERICA'S LARGEST SELLING ALE...

Y, FLAVOR IN EVERY GLASS...

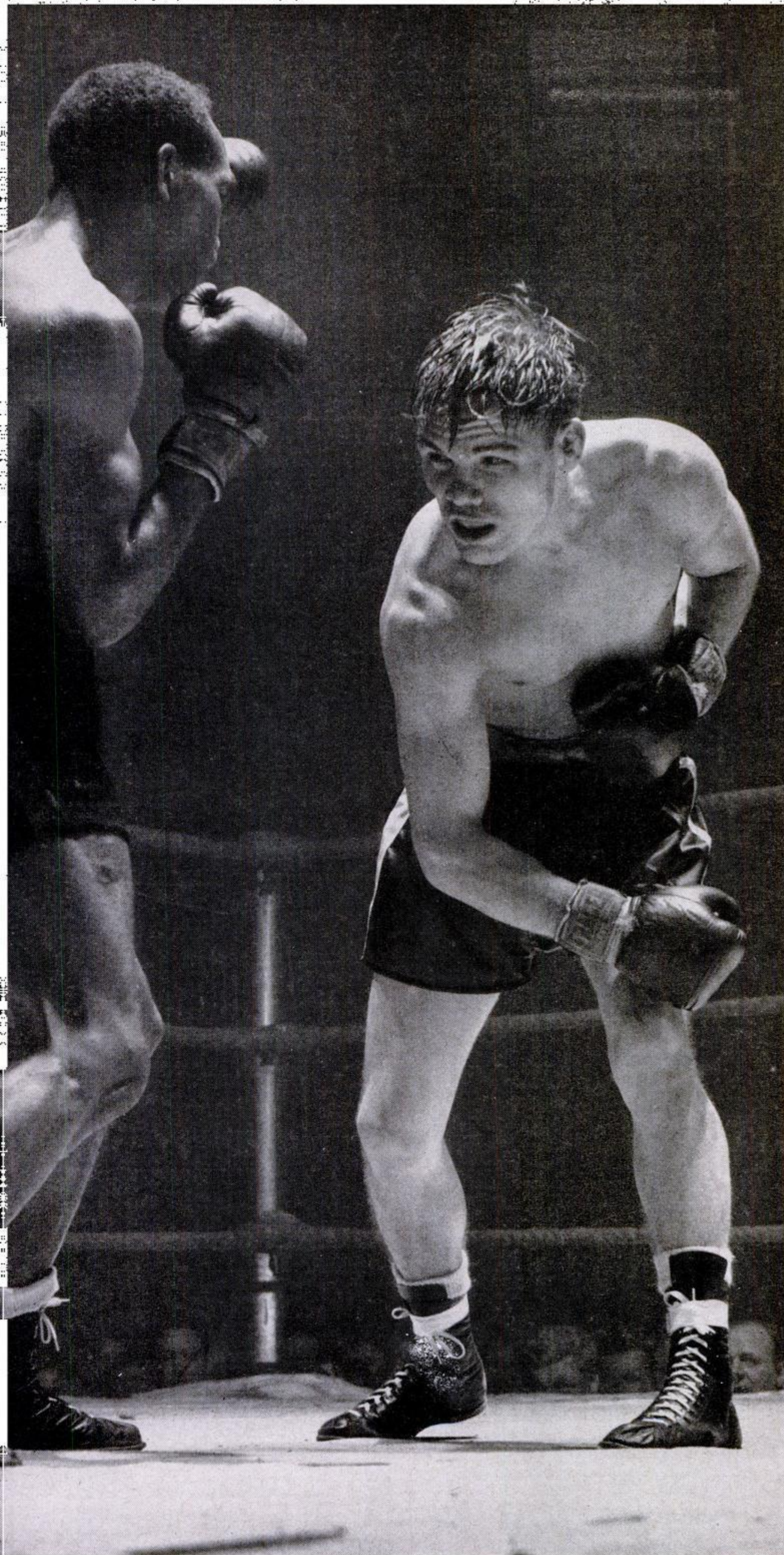


AMERICA'S LARGEST SELLING ALE.



PURITY, BODY, AND FLAVOR IN EVERY GLASS...

AMERICA'S LARGEST SELLING ALE



IN THE RING, his brows apeline under protective layers of collodion and his lips bulging over a mouth-

piece, Foster is a picture of brutality. Here he checks himself after vicious swing at opponent Phil Burton.

STORY of a FIGHTER

PHOTOGRAPHS FOR LIFE
BY LEONARD McCOMBE

Six weeks ago, on Jan. 14, a 22-year-old boxer named Vince Foster entered the ring in New York's Madison Square Garden for the biggest fight of his life. It was incredible that he should be there after such a brief professional career—30 months. His manager said, "He doesn't have enough brains for a headache," but he could hit like Goliath of Gath.

In the opposite corner sat a work-horse fighter named "Tough Tony" Pellone. Pellone was no champion; but he was regarded in New York as a sort of gatekeeper. Anyone who could lick him might be expected soon to have a crack at the welterweight (147 pounds) championship now held by "Sugar Ray" Robinson.

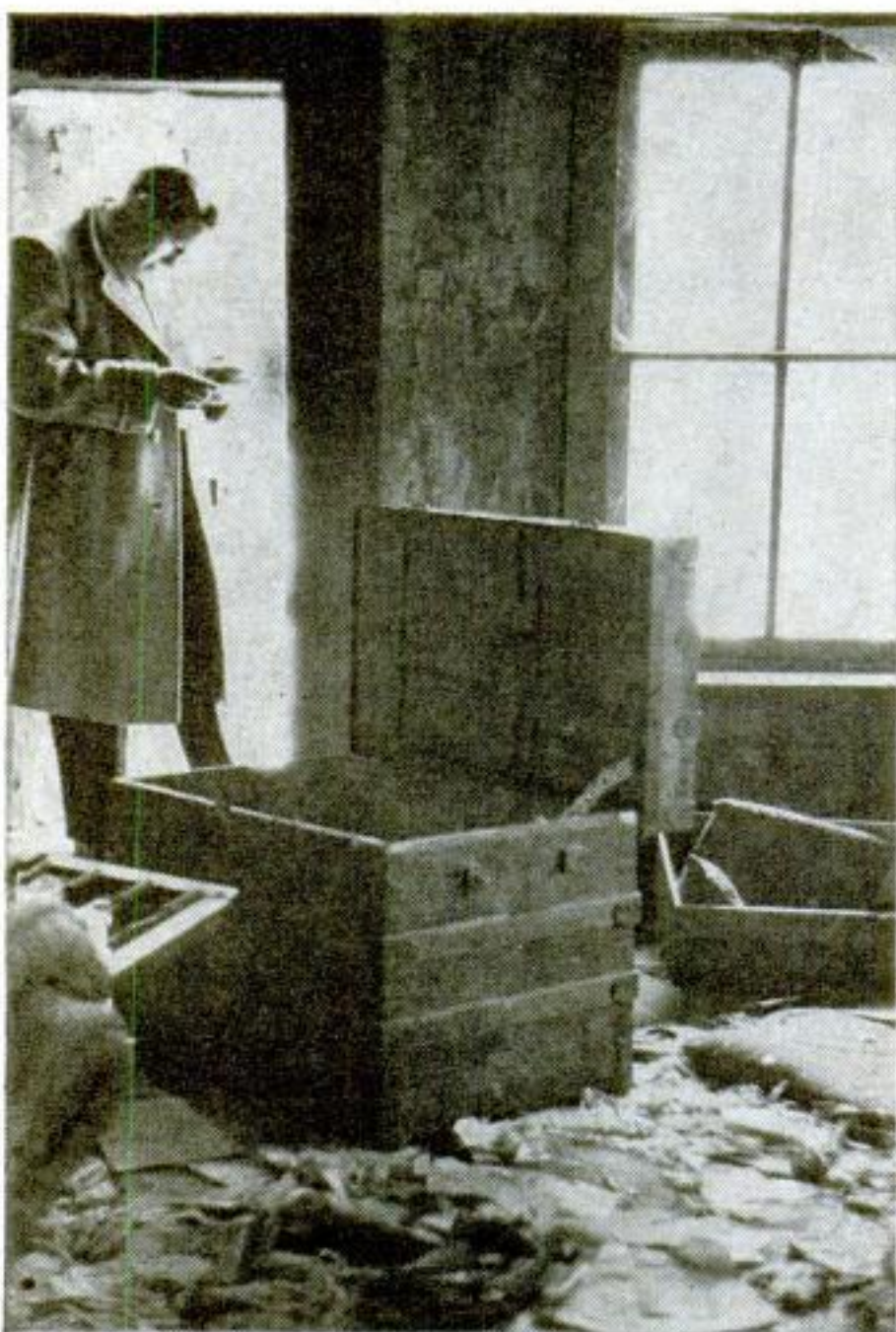
The odds against young Foster were 12 to 5. People who knew the boxing racket felt that he had no business fighting Pellone so soon, that he needed another year or two of having his brains jarred in the tank towns. But by the end of the seventh round they had changed their minds. Foster pounded Pellone senseless. When he came to all Pellone could manage to say was, "I never been hit so hard."

Foster's victory made a great impression. The New York *Sun* headline said, "FOSTER NOT UNLIKE DEMPSEY." The *World-Telegram* called him "The best-looking young fighter in years." Fame arrived overnight, and soon follow-up stories gave the fame an intriguing touch. Said the *World-Telegram*: "'IT'S THE WORK OF THE LORD,' SAYS FOSTER AFTER CHILLING PELLONE." Sports-page readers discovered that Foster had once been a very bad boy but had been saved by religion and was now almost an evangelist. He gave Bibles to his opponents and often said with obvious sincerity, "If it's the Lord's will, I'll be champion."

Foster was an entirely new character in the sordid boxing world. The strange but somehow appealing young man from Nebraska seemed well worth knowing, so LIFE assigned Photographer McCombe to document his story. He met Foster in Omaha on Jan. 31, watched him when he defeated Phil Burton there (*left*) and followed him to his home town of Rulo, Neb. (*next page*). Then suddenly on Feb. 7 the success story of the bad boy who had reformed and become famous came to a shuddering stop.



BOYHOOD HOME is a bleak hovel located where Burlington Railroad spans the Missouri River at Rulo (pop. 808). Foster, revisiting it, found it deserted except for wandering dogs.



BOYHOOD MEMENTOS, mostly cheap pictures of girls ("To Vince with love . . ."), were found by Foster as he poked through an old trunk in the shack.

HE GOES BACK HOME TO RULO

Vince Foster was brought up in a two-room tar-paper-covered shack sunk in the reeds beside the Missouri River on the outskirts of the town of Rulo, Neb. He was one of 10 children. His mother was a full-blooded Iowa Indian, his father an itinerant laborer.

After the Pellone fight Foster went back to Rulo to look around. The shack where he had lived was abandoned and full of rubbish. Tracks in the snow showed that only the town's dogs visit it now. Foster recalled other times.

He began to fight when he was a child. "There was a guy across the river, a little kid named Shorty Koontz. I used to black his eyes every day, first one and then the other. He was a great little guy." When he was 14 Foster knocked out his first man in a street fight.

In 1942 Foster went to the Haskell Indian Institute at Lawrence, Kan. He fought on the boxing team there. Once, in a match with a team from the Army Disciplinary Barracks at Fort Leavenworth, Foster slugged it out with a prisoner named Tony Barbella. Barbella defeated him, but it was a close and vicious fight. Later Foster discovered that Barbella was world

famous under another name: Rocky Graziano.

In 1943 Foster went to Omaha as an amateur boxer. Three years later he turned pro. When he had money he got drunk; when he got drunk he was mean. He built up a police record. Once he was arrested because, during an argument with the village marshal in Rulo, he gave the old man two black eyes with one punch.

But his life was not all violence. He courted a pathetically shy little girl named Dolores Johnson. In 1947 they were married. Next year Mrs. Foster left him and later bore a son who lived for just three days.

Foster kept on winning his fights. After he turned 21, he got a new manager named Jack Hurley, one of the few honest men in the boxing industry. Hurley coached him and made his matches. "I work with Foster and for Foster," Hurley said. "I get half his money. Ain't I entitled to it? I got ulcers. I take more punishment sitting in that corner than he does. I'm bleeding in my shoes." With Hurley, Foster moved fast toward the top. People in the Midwest got to know Vince Foster's face. Some were proud of him, and some hated the ground he walked on.



HYMN-SINGING crinkles Foster's face in a smile of well-being as he rolls out a chorus of *The Old Rugged Cross* while his wife plays the piano and her grandmother, Mrs. J. A. Johnson, looks on admiringly.



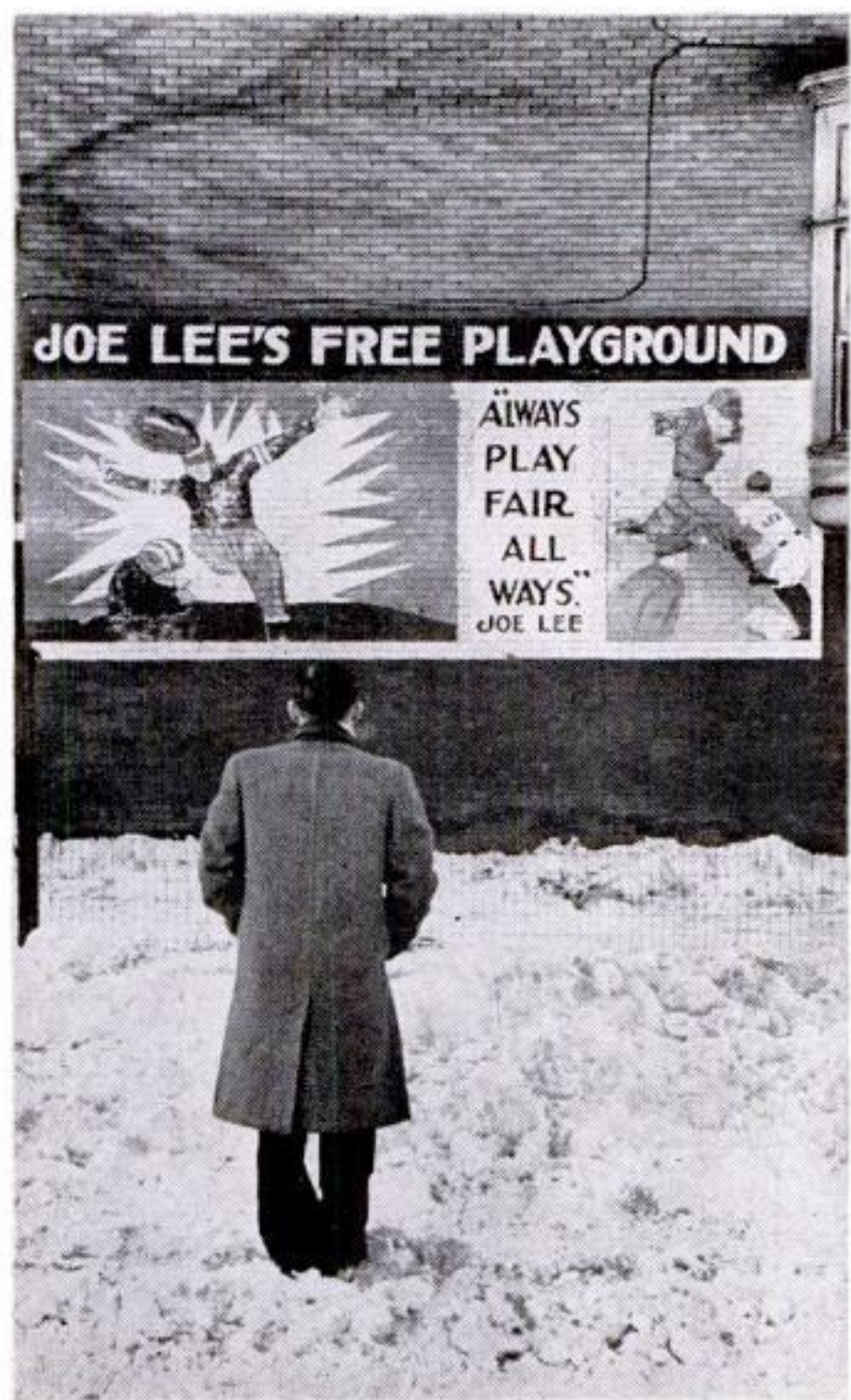
INDIAN RELATIVES, Mr. and Mrs. Walter Hamilton of Omaha, wear their tribal regalia to celebrate Vince's return to the old home town. He calls them uncle and aunt although they are really his cousins.

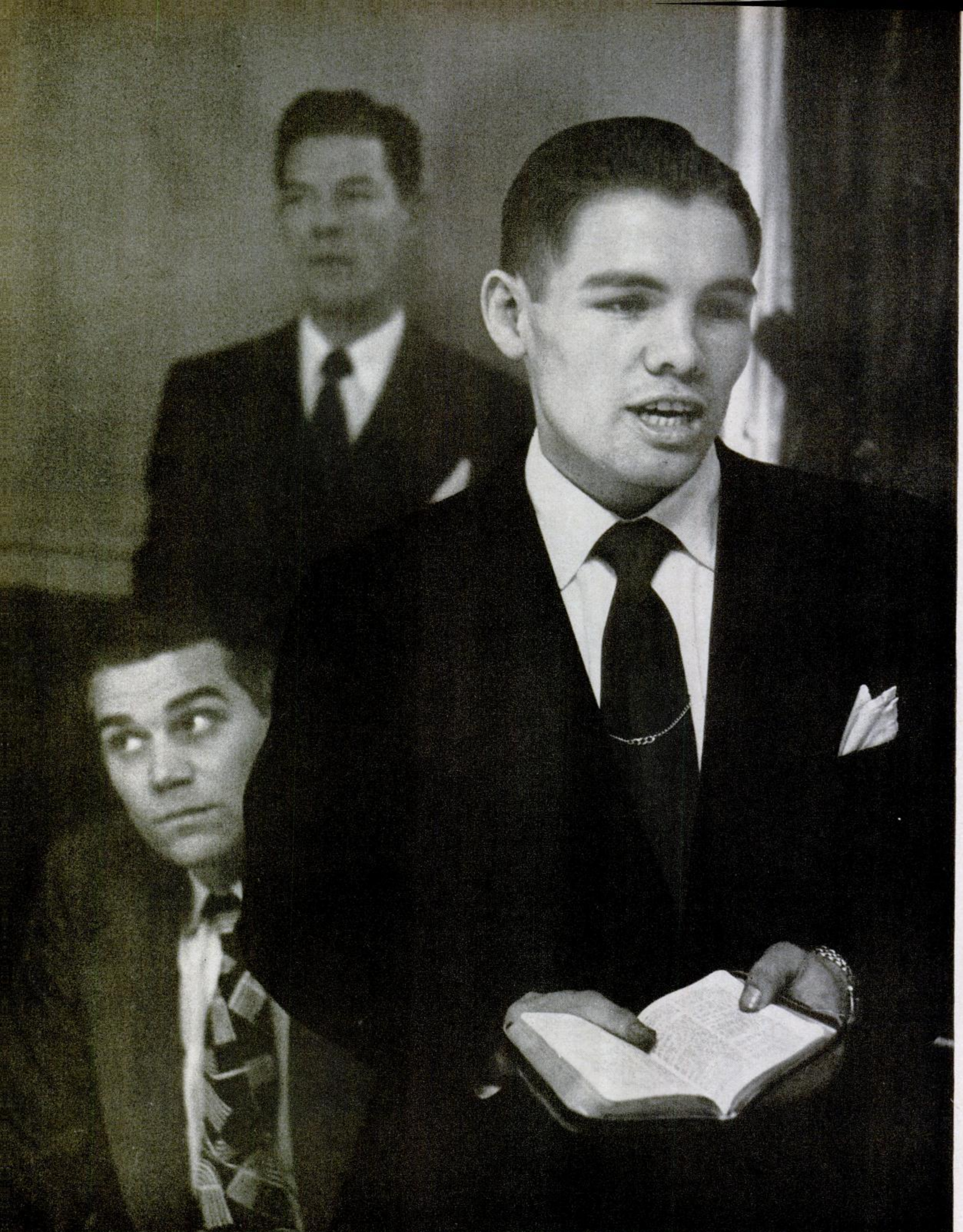


PAYING A DEBT, Foster drops by an Omaha bar to pick up a \$10 bad check he wrote when he was the local tough. Said Foster, "I bought everybody drinks ... tried to be a big shot."



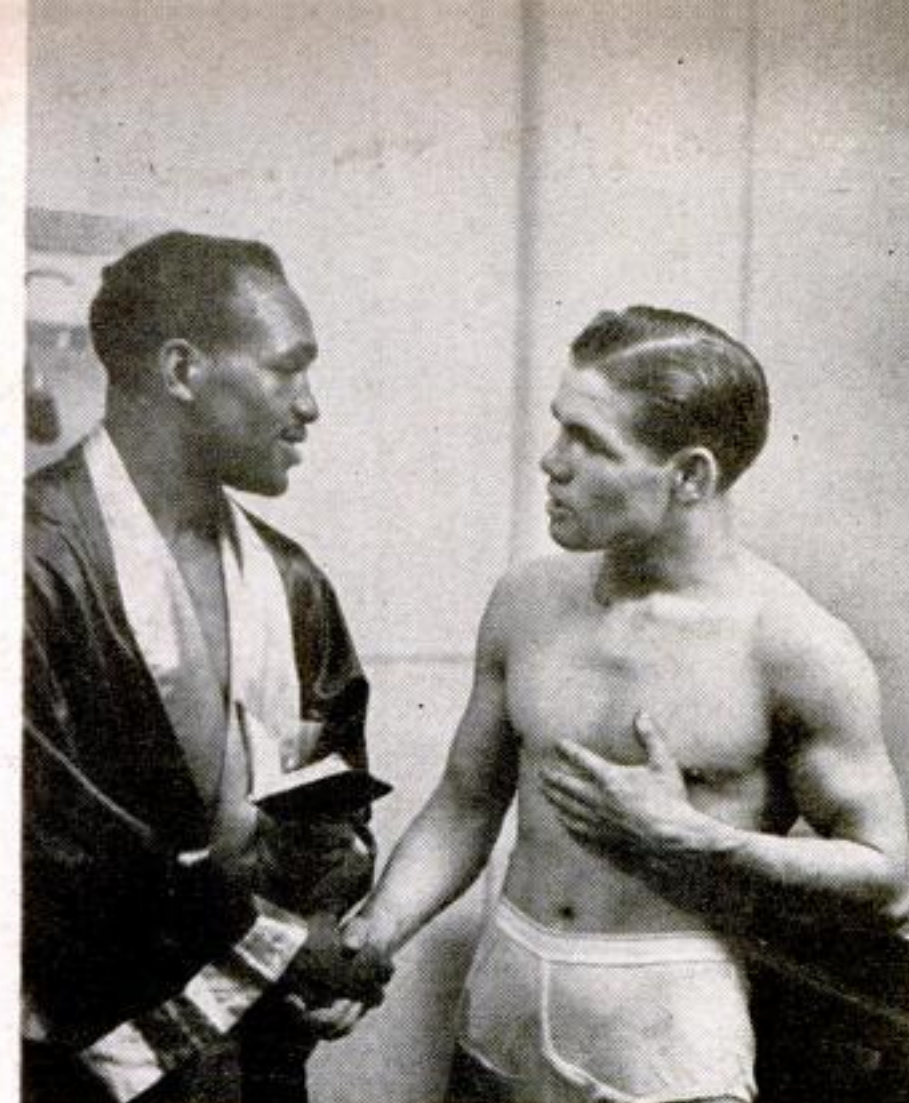
THIS PLAYGROUND took Foster off street and put him in ring. Lee, now dead, was an Omaha real-estate man who took interest in Vince, became first manager and his guardian.





AT A METHODIST MEN'S CLUB in Omaha, Foster reads Bible to members on the day of triumphant return from New York. When he had finished reading

he made a brief speech in which he said, "If I become a great boxer, I will be able to talk to a lot of people, and they will listen to me when I give them the truth."



DEFEATED BOXER Phil Burton grins as he gets an inscribed Bible from Foster following their battle.

GOLDEN GLOVES AMATEURS (left) gawk as Hero Foster buckles on his watch after weighing-in.

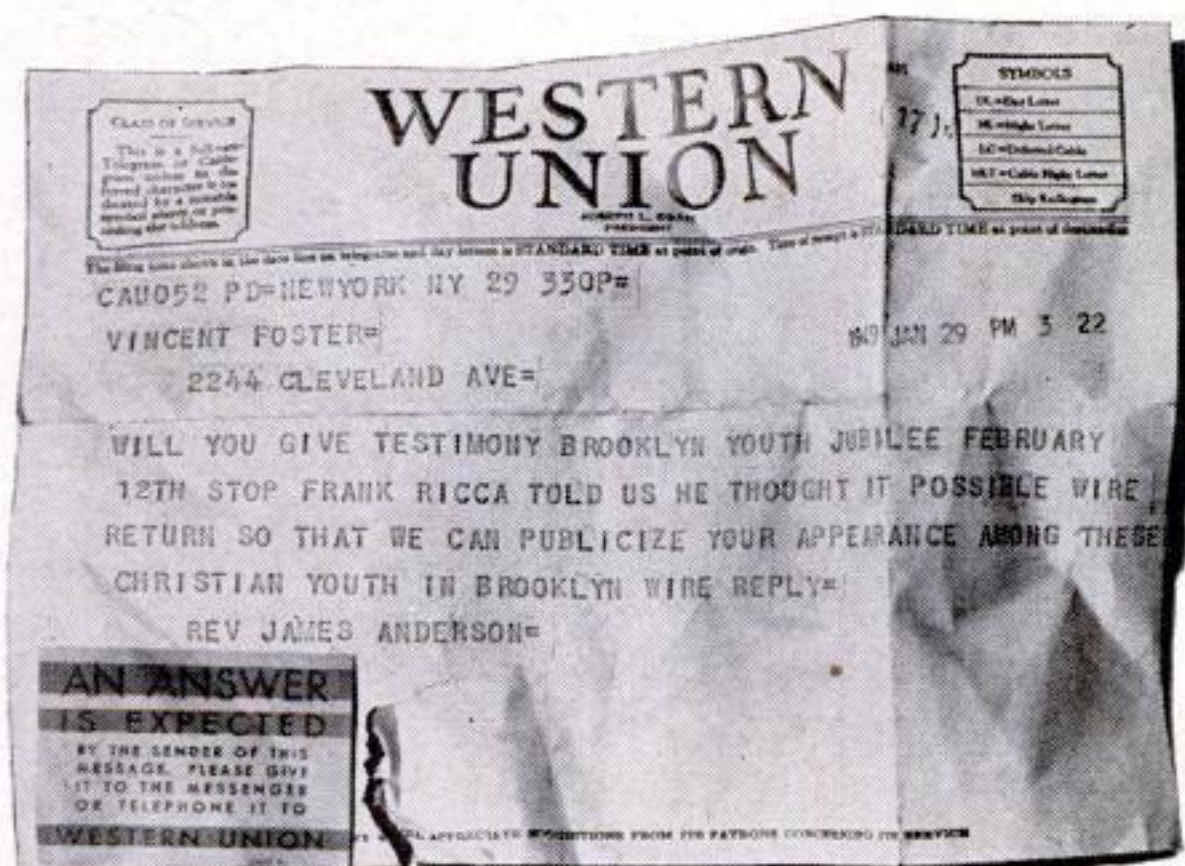
HE FINDS RELIGION . . .

Foster found his religion in a strange and blasphemous way. He was riding a Chicago streetcar with Jack Hurley, who had lately become his manager. As they passed the Moody Memorial Church, the hard-bitten Hurley said, "That would make a great fight arena. It seats 4,000." Foster said, "Why don't somebody get it?" Hurley explained why and forgot about it. He had plenty to worry about. He had not managed a good fighter since Billy ("The Fargo Express") Petrolle retired in 1934, and he had his hands full keeping Foster sober between bouts.

On Sunday, Aug. 22, 1948, in the middle of the evening, Foster wandered alone into the Moody Memorial to check on its seating capacity. As he stood near the door he heard someone preaching. The words sank into his soul. "When I came out," he said, "I was saved."

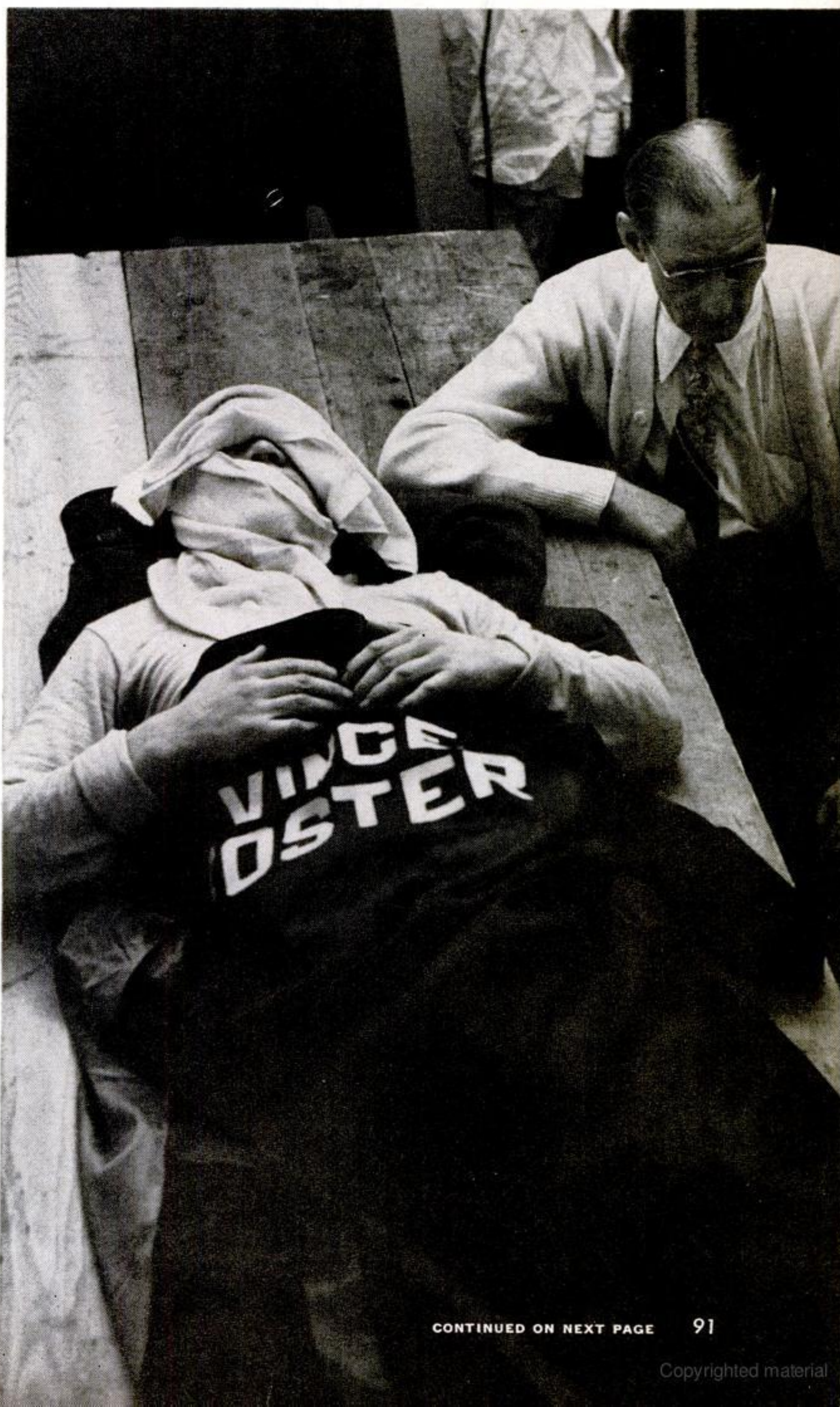
Overnight Foster changed. He gave up drinking. He frowned on swearing. He began to carry a small zippered Bible. He became a crusader. He spoke to religious groups and tried hard to convert his friends. Foster's wife returned happily to him, and even the ulcerous Hurley said, "He was such a little louse. Now it's a pleasure to be around him."

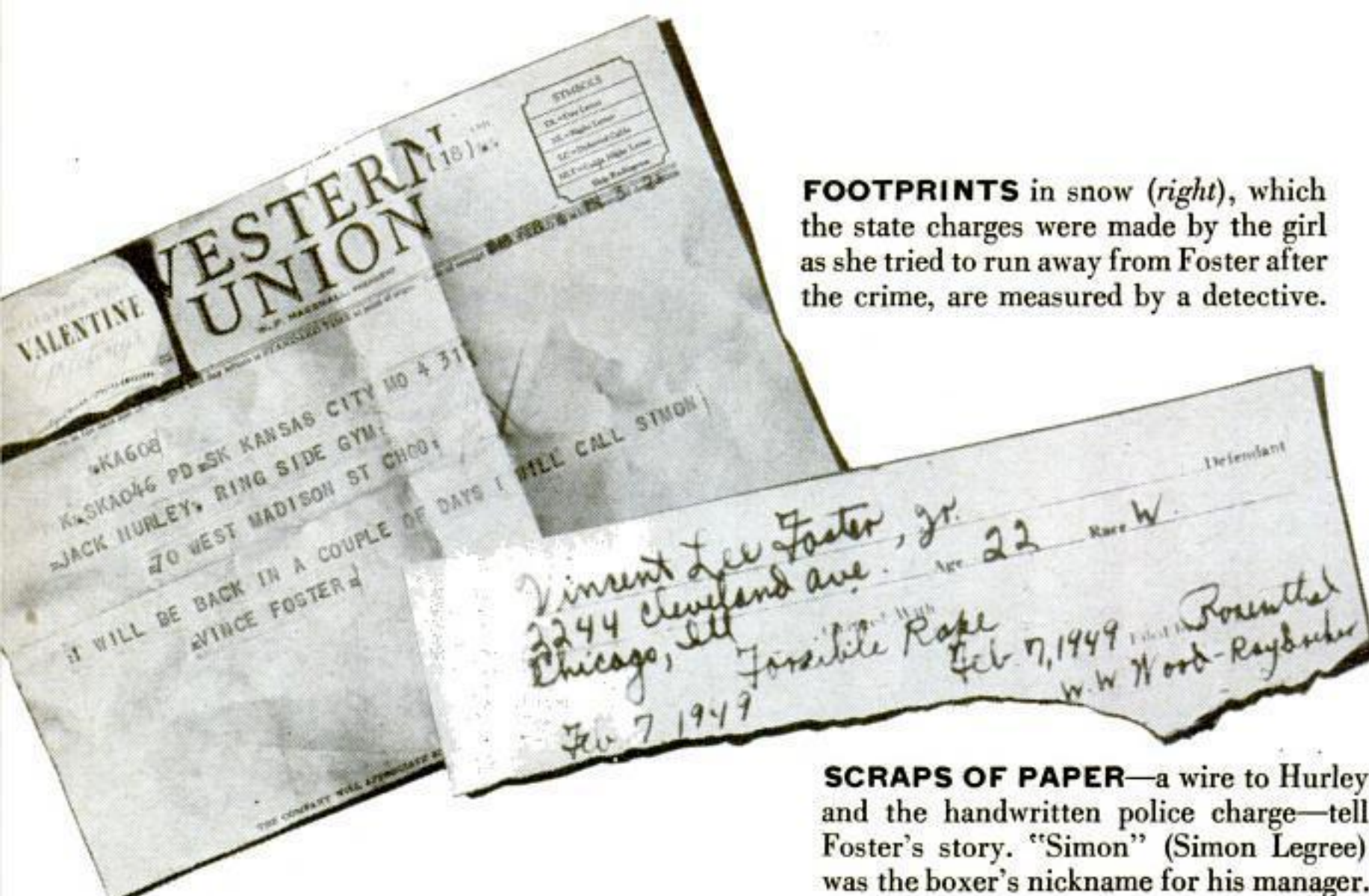
When word of Foster's great change got around, sportswriters and fans snickered. But those who took the trouble to ask him about his religion became convinced beyond all possible doubt that he was sincere. In the recking gymnasiums where he sparred, watchers learned to hold their tongues when he opened his Bible and read his favorite psalm: "Blessed be the Lord my strength, which teacheth my hands to war, and my fingers to fight."



INVITATION TO TESTIFY about his sudden conversion to religion was given Foster in Omaha just before he stepped into the ring.

AFTER THE FIGHT Foster lies smothered in robe and towels on the rubbing slab (right) while Manager Jack Hurley commences to worry about the next bout.





FOOTPRINTS in snow (right), which the state charges were made by the girl as she tried to run away from Foster after the crime, are measured by a detective.



SCRAPS OF PAPER—a wire to Hurley and the handwritten police charge—tell Foster's story. "Simon" (Simon Legree) was the boxer's nickname for his manager.

... BUT HE BECOMES A BACKSLIDER

Vince Foster's tragedy overtook him at dawn on Feb. 7. Two weeks before, Manager Hurley had signed a contract for another Madison Square Garden bout, scheduled for Feb. 18. Under its terms Foster was to fight a welterweight named Charley Fusari and, win or lose, Foster was to receive 30% of a gate that seemed certain to reach \$100,000.

But on Feb. 6, when he should have been in Chicago training for the fight, Foster was missing. Hurley, trusting him, had allowed him to remain in Nebraska for a day or two to relax after the Omaha fight of Jan. 31 (p. 87). Foster had broken his word. Instead of returning on time he had sent a cryptic telegram (upper left) and disappeared. For three days Hurley paced his office alone, gulping milk to ease his burning stomach. Then he found out what was wrong. Foster had gone on a binge with a girl from Kansas City. On Feb. 7, near St. Joseph, Mo., he had been ar-

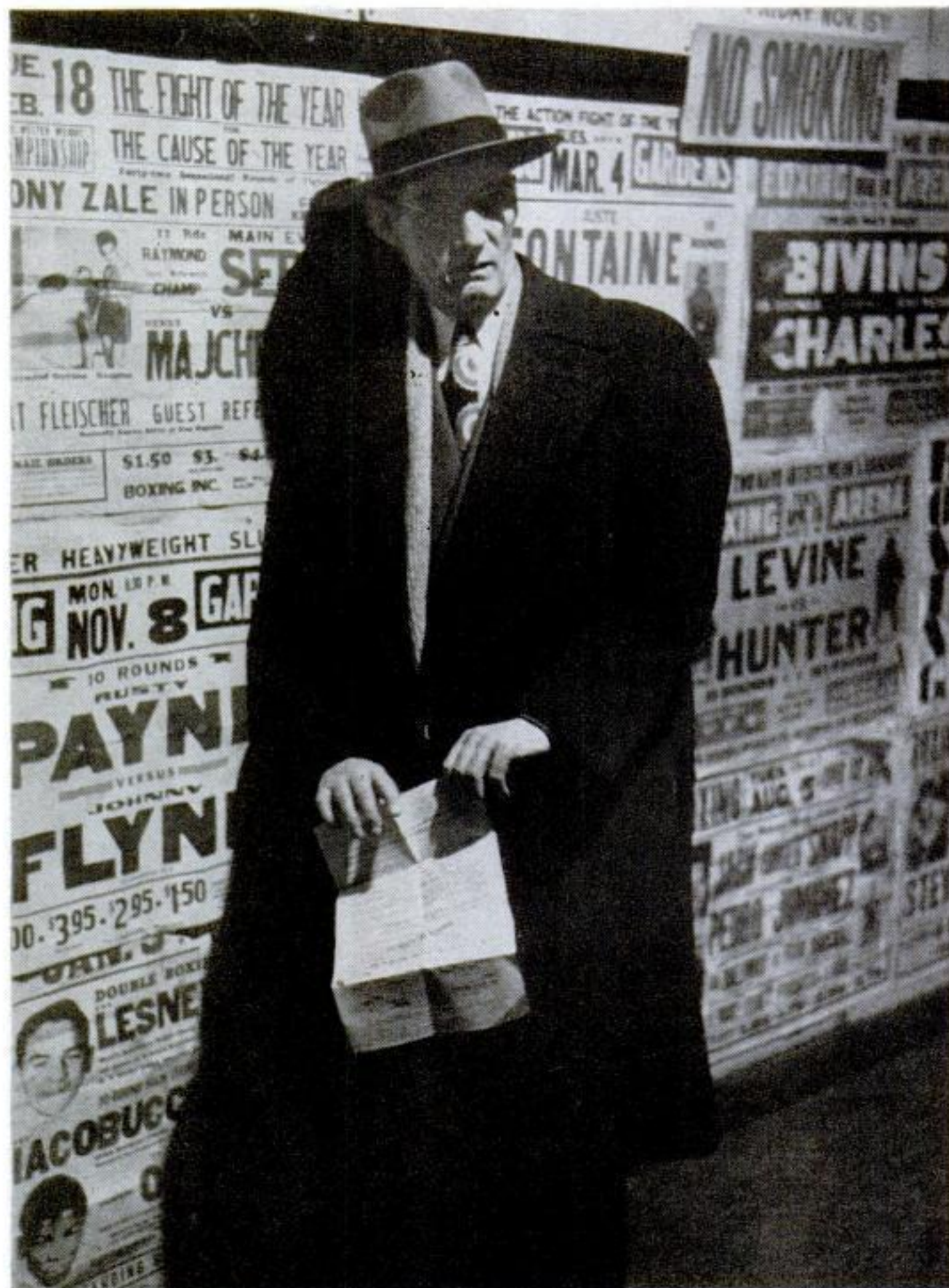
rested. The charge, which he denied, was forcible rape. Hurley winced and said, "A leopard don't change its spots." He canceled the Garden fight, on which he had pinned all his hopes, and took a lonely walk.

"One shocking blow has changed the entire complexion of Vince Foster's future," cried the Omaha *World-Herald*. Everywhere sportswriters pondered the incident, deplored it, drew morals from it, speculated on whether the charge was true or partially trumped-up. To them it seemed likely that a settlement would be made that would allow Foster to escape a prison sentence. But his career was checked; in a business that has only a few productive years, he would lose time that could not be made up.

As his court hearing (Feb. 23) drew near, Foster returned to Chicago to face Hurley. He was contrite. He went back to the Moody Memorial to pray. "The Lord did this," Foster said, "to put me in my place."



THE GIRL, nervously twisting a handkerchief in her hands behind her, tells her story before a wire recorder to St. Joseph's prosecuting attorney, O. R. Newcomer.



THE MANAGER, worn out and bitter after hearing the news, leans on the wall outside his office. He holds a fight contract which might have been worth \$30,000.



IN MOODY MEMORIAL CHURCH young Chicago divinity students pray for Foster, who wandered in last summer during an evening service and remained

to be converted. None of them believes he is guilty of the charge brought against him, and most cling to the conviction that Foster will somehow redeem himself.



Six sets of twins set Europe guessing which twins have the Toni Home Permanents and which have beauty shop waves. Alighting at London airport, twins begin

tour of five countries. (The sixth set of twins—Doris and Dorothy DuVall, TWA hostesses—joined the group in London.) Frances Hanson, in foreground, is thrilled

with the lovely Toni she gave herself. Her sister Bernadette has beauty shop permanent. "No one can tell our waves apart," say the Hanson twins. Can you?

EUROPE WELCOMES TONI TWINS



Paris takes a new fashion note from America, when Jane and Janet Leigh visit Pierre Balmain's—couturier in Paris. "New look" in hair styles, say twins, is that "natural look" a Toni gives. "Enchanté!" mannequin beams, admiring soft, natural beauty of Toni coiffures.



At Edinburgh castle in Scotland, DuVall twins meet a Scotch Piper. Says Dorothy, "Back in America, when we think of Scotland, we think of thrift." Doris adds, "And when I think of thrift, I think of Toni. My \$2 Toni looks just as lovely as a \$15 salon wave."



Ring Twins stop the music at Locarno Ball Room in London. As Katherine and Kathleene Ring step onto the floor, throngs of dancing couples see proof with their own eyes that you can't tell the difference between a \$15 beauty shop wave and a \$2 Toni Home Permanent.



Vic Oliver, Great Britain's most popular comedian and musician, greets the Toni Twins, Jane and Janet Leigh, in his dressing room backstage at the famous London Hippodrome Theatre. Even quick-witted, observant Vic Oliver couldn't tell which twin had the Toni.



In Brussels, colorful Flower Market charms young visitors who find interesting variety of blooms. "Makes me think of the many different hair types there are," says Frances Hanson. Any type of hair that can be permanent waved, will take a Toni. Gentle Toni gives even white, bleached, tinted, or baby-fine hair a beautiful, natural-looking wave.

In Great Britain, Belgium, France, everyone asks Which Twin has the Toni?

(Can you tell? See answers below.)

In London . . . in Paris . . . in Brussels—people everywhere agree you can't tell which twin has the Toni. You can't distinguish between their permanents because the Toni is every bit as lovely as the \$15 beauty shop wave. Indeed, many women say Toni is the softest, most natural-looking wave they've ever had. For there's no frizzy stage—no brittle ends even on the very first day.

And it's so easy to give yourself a Toni. Easy as rolling your hair on curlers. While your Toni is "taking" you can do whatever you like. Toni saves you time . . . saves you money. Yet your Toni is guaranteed to last as long as the most expensive beauty salon wave. That's why more than 2 million women a month use Toni. Today give yourself a Toni—the wave with the natural look!

Answers to "Which Twin has the Toni?"

- | | |
|-------------------------|--------------------------|
| 1. Frances Hanson—right | 6. Frances Hanson—right |
| 2. Janet Leigh—left | 7. Alva Anderson—left |
| 3. Doris DuVall—left | 8. Kathleene Ring—right |
| 4. Kathleene Ring—right | 9. Alva Anderson—right |
| 5. Janet Leigh—right | 10. Elizabeth Woods—left |



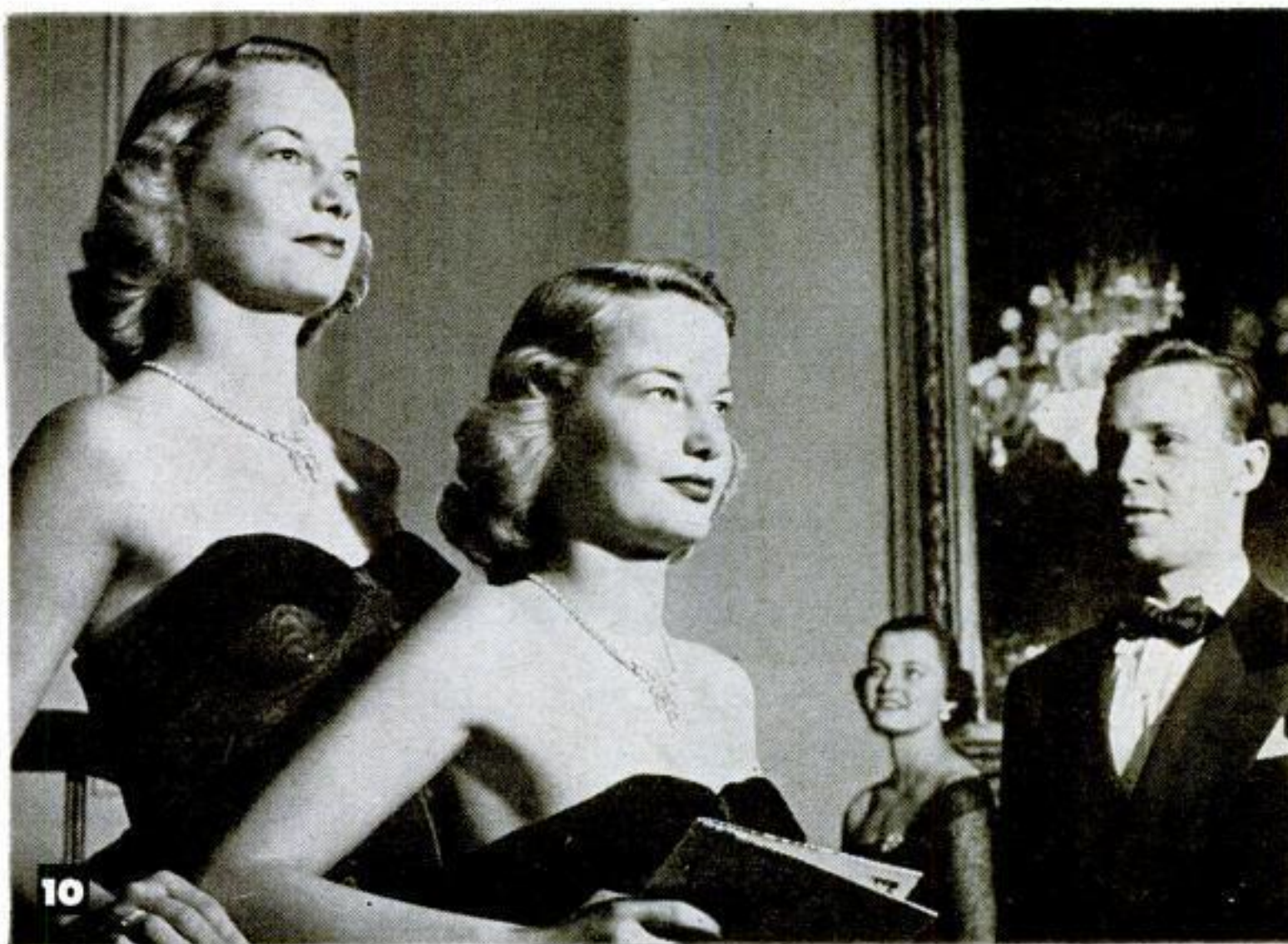
In Ireland, Alice and Alva Anderson attend the Bloodstock auction at Ballsbridge, in Dublin. The gentleman, whose well-trained eye and long experience at auctions make him an expert judge of stock, is stumped by the famous Toni riddle. "Their permanent waves look so identical," he protests, "who can tell which twin has the Toni?"



Lady Enid Browne chats with Ring twins in celebrated Claridge's, London. Lady Enid predicts Toni Home Permanent will have tremendous appeal for women of Britain. "Such a charming, completely natural-looking wave . . . yet so practical" . . . is her comment as Kathleene describes the wonderful ease and convenience of using Toni.



At Benthalls', England's famous department store in Kingston, eager crowds stampede cosmetic counter as the Leigh and Anderson twins demonstrate how easy it is to use Toni Home Permanent. "You needn't be clever with your hands," says pretty Alva Anderson. "If you can roll your hair up on curlers you can give yourself a Toni."



Opening night at Covent Garden, London's world-renowned opera house. Woods twins, Frances and Elizabeth, have spectators speculating on "Which twin has the Toni?" At the end of whirlwind tour through England, Ireland, Scotland, Belgium and France, the attractive Woods twins will return to their jobs as stewardesses for American Airlines.

*So easy now to
watch your figure*



**...Because This Bathroom Scale
Tells Your Exact Weight Every Time!**

Here's a modern miracle in bathroom scales . . . a scale that shows your *exact* weight* every time you weigh. No adding 2 pounds, or subtracting 3, to "estimate" your weight—you can *believe* your Borg. If you gain or lose a pound, you know right away—for your Borg Scale always tells the truth. And its accuracy is guaranteed for life!

The Borg Scale is made like a fine watch. Patented and exclusive . . . no other scale like it. And so slim and smartly styled, you'll say no other scale is half so beautiful!

Accuracy Sealed In—The dial speeds to your weight, always glides back to zero. No constant adjusting.

Streamlined Design—Large platform only 2½ inches from floor. Easy to step over, on or off. No dial "hump."

So Easy to Read—Magnifying glass on dial shows weight in large figures. Single pound markings.

So Light and Compact—"Light as a feather"—and so compact, it can tuck away in a drawer.

Guaranteed for Life—Under terms of Service Warranty which accompanies every Borg.

Borg
No other SCALE is made like a Borg



What grander gift than a beautiful Borg scale! . . . In gleaming chrome-plate or lustrous enamel—\$6.95 to \$9.95, at better stores. (West, 50c higher.) Borg-Erickson Corp., Chicago 11

*Guaranteed accurate within ½ of 1% at every point on the dial.



Gown by Ceil Chapman



PUBLIC SERVANT RAINCOATS (BOOKSPAN, \$3.98) ARE JUST LIKE THE REAL THING. SMALL COP (RIGHT) WEARS A BLACK ONE. FIREMAN HAS ONE OF BRIGHT RED

COSTUME CLOTHES

Children's everyday clothes get make-believe look

How to get kids to go willingly to school or to bed, or to put on raincoats—this is a parent's constant problem. The latest solution comes from clothing designers: costume outfits for daily wear to charm kids into good conduct. Pajamas now come in clown, Spanish, Dutch boy and Chinese coolie designs; raincoats look like those worn by firemen or policemen; Western outfits are made tough enough for school. Relatively inexpensive, costume clothes began to be popular last year. This year sales are expected to hit \$100 million.

NOW
For fresh, vital,
younger-looking
Beauty*



VITONIE
your Skin!

Smooth on Jergens Face Cream enriched with Vitone, a skin-smoother called finer than Lanolin itself!

Discover how much fresher, younger, lovelier your skin looks! When you Vitone your skin, you give yourself a complete beauty treatment.

All-purpose Jergens Face Cream acts as a deep-cleanser, a softener, a dry skin cream, a powder base. Yet this Vitone-rich cream costs no more than ordinary creams. 20¢ to \$1.39 a jar (plus tax).

A COMPLETE
"FACIAL" IN ONE JAR!
ENRICHED WITH
VITONE!



***DOCTORS' TESTS SHOW:**

8 out of 10
complexions softer,
smoother, fresher

with **JERGENS FACE CREAM**

Costume Clothes CONTINUED



COOLIE PAJAMAS (Terry Trix) in pastel shades are made of flannelette, and cost \$2.95 each. They can also be worn to children's fancy-dress parties.



COWGIRL OUTFIT from Bloomingdale's, New York, costs \$15.83, with hat and boots. Forty million pieces of Western gear for children were sold last year.

PAIN

of headache, neuritis
and neuralgia

RELIEVED

incredibly fast
the way thousands of physicians
and dentists recommend —

ANACIN

Here's why

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



Rollfast
BICYCLES

Styled for beauty... made to last

FREE... WRITE FOR BICYCLE CATALOG
D. P. HARRIS HDW. & MFG. CO., Inc. ROLLFAST BLDG., NEW YORK, N. Y.

SONOTONE

**FOR BETTER
HEARING**

MRS. GERTRUDE WILBURN, Chattanooga, Tenn., Consultant, for 7 years serving the hard of hearing. One of Sonotone's 700 Coast to Coast experts.

SEE SONOTONE IN 'PHONE BOOK
OR WRITE SONOTONE, ELMSFORD, N. Y.
FOR MEN AND BOYS

OTIS



..... UNDERWEAR

OTIS



..... SPORTSWEAR

OTIS



..... HOSIERY

E-Z MILLS, INC., 57 WORTH STREET, NEW YORK 13, N. Y.

A FURNITURE DESIGNER'S BEEN

Reading Your Mind!



... and he's dreamed up something you've always wanted.

New Style ... New Pieces ... New Features ...

all yours in this striking New Mengel Grouping!

Don't waste a minute. Hurry right down to your Mengel store and see this new Ivory Bisque Oak group. It's just the furniture you'll want.

The sleek new lines of this modern furniture make a smart new dress for any home. The strikingly beautiful finish adds a new kind of satiny loveliness to any room.

Each smartly designed piece you see gives you new ideas to make your home more comfortable, more convenient, more up-to-the-minute in style. You'll be wanting to do over the entire house.

And this is just the furniture that will do it. Bedroom, living room, hall, dining room ... this new Mengel group is *all-room* furniture. The versatile *functional* design enables you to use each piece separately ... or to group several together, to give you *just exactly* the combinations *you* require.

A smart chest for your hall; a roomy bookcase for your living room or a buffet, complete with matching table and chairs for your dining room.

And every piece is *Permanized**. That's Mengel's name for their exclusive, scientific method of furniture construction. No matter what the climate ... hot or cold, damp or dry ... the joints and veneers in your Mengel *Permanized* Furniture will never come apart.

Visit your Mengel store soon. Find that furniture you've always wanted. Meantime, send 10-cents for Mary Adam's booklet, "Let's Plan a Bedroom Around You." You'll find a hatful of new ideas for dressing up your home. For the name of the nearest Mengel dealer, phone Western Union *by number*. Ask for Operator 25.



MARY ADAM
The Mengel Company, Dept. 194
Louisville 1, Kentucky
Enclosed is 10¢. Please send me your new booklet, "Let's Plan a Bedroom Around You." (If you live outside Continental U. S., send 25¢.)

NAME _____
STREET _____
CITY _____
*Reg. U. S. Pat. Off.





Easy to wash. little or no ironing, long wear—they're "extras" in nylon uniforms.



Forget moths. perspiration, shrinking—when you knit warm argyles with nylon yarn.



Quick-drying. holds its shape, lovely nylon all-in-one is light, extra-long-wearing.

NYLON

gives you something extra

Tough. lightweight, strong wet or dry—nylon tugboat hawsers resist abrasion and rot.



Products properly made of nylon give you **EXTRA VALUE** in:

- ✓ STRENGTH
- ✓ LIGHTNESS
- ✓ ELASTICITY
- ✓ TOUGHNESS
- ✓ LONG WEAR
- ✓ EASY WASHING
- ✓ FAST DRYING
- ✓ FLAME RESISTANCE
- ✓ RESISTANCE TO MOTHS AND PERSPIRATION
- ✓ CAN BE "SET" TO HOLD SHAPE

Du Pont makes only the nylon fibers—not the finished products shown



Don't miss this **FREE BOOK**—Every shopper, student, housewife will want to read "Nylon Gives You Something Extra." Write Nylon Div., E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.



TO MANUFACTURERS: Do you use textile fibers in your product or your process? "Nylon Textile Fibers in Industry" sparks thinking, gives examples, suggests cost-cutting ideas. Write for this booklet!

DU PONT

REG. U.S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

FOR NYLON... FOR RAYON... FOR FIBERS TO COME... LOOK TO DU PONT



DURING BRIEF WEEKEND AT DEPAUW, JANE (ARROW) JOINS GROUP SINGING AT SORORITY. BESIDES HER OTHER DUTIES SHE IS KAPPA KAPPA GAMMA SECRETARY

INDIANA'S COED LEGISLATOR

A young woman from Kokomo manages to find time for college, romance and a term at state capital

Offhand it would seem that the only thing distinguishing 24-year-old Jane Noble from her sorority sisters at Indiana's DePauw University is the arrow above her in the picture. A tall, brown-eyed brunette with an infectious laugh and a college crew cap, Jane Noble seems to be merely one of the thousands of coeds in the U.S.

Jane is, however, far from ordinary. Because her scholastic record has only dipped as low as B twice

since the first grade, she might be classed as a grind. On the contrary Jane, who served with Army Intelligence as a Wac, mixes her studies liberally with extracurricular duties and fun (*above*). And last fall, apparently not busy enough, she ran on the Democratic ticket for the Indiana legislature. She stumped her district and forthrightly promised better representation for women and veterans. Her slogan, "Get Indiana politics out of the smoke-

filled back rooms," proved to be so attractive that she ran ahead of Truman and won easily. So today Jane spends only her weekends at DePauw, successfully keeping up with her studies, devoting the rest of the week to her legislature work at the state capital (*next page*). What with her college, her public duties, visits home and a little time for her boyfriend (*p. 104*), Jane is probably the busiest young woman in the whole state of Indiana.



AT THE CAPITAL Jane has a hard week. She attends every session, answers all mail from her 70,000 constituents,

including letters from farmers who think women should stay out of politics. Her pay: \$1,200 a year.



AFTER A SESSION she looks in on "Room 1111," a free bar for legislators that is run by the liquor lobby.



HOLDING THE FLOOR, Jane discusses bill. She has already introduced five, including one for civil rights.



LONG COMMITTEE HEARINGS take up much of Jane's time. She serves on seven committees. This is a

session of Railroad Committee, hearing arguments on bill to make railroads pay more of the cost for underpasses.

It has failed many times. Representatives of the railroads have talked to Jane, but she has promised nothing.

VETERANS OF FOREIGN WARS "GOLDEN ANNIVERSARY" CONTEST!!



\$55,000.00

(FIFTY-FIVE THOUSAND DOLLARS)

HURRY! HURRY!
Your entry for this contest must be postmarked on or before
MIDNIGHT
MARCH 31, 1949

CASH PRIZES will be PAID!

All money necessary to pay all prizes in this contest has been deposited in the First National Bank, Kansas City, Missouri.



"Because the obligation to serve the welfare needs of the nation's disabled veteran population is an expanding responsibility for all patriotic citizens, this contest deserves the wholehearted support of the public. The Veterans of Foreign Wars of the United States is proud to sponsor a fund-raising plan that is devoted to such a worthy cause."
LYALL T. BEGGS,
Commander-in-Chief, Veterans of Foreign Wars

"The Veterans of Foreign Wars is pledged to the purpose of honoring the dead by helping the living. The net proceeds of this contest will be spent exclusively for the welfare of America's disabled and needy veterans—and for the widows and orphans of men who have given their lives to defend our freedom."
ROBERT B. HANDY, JR.,
Quartermaster-General, Veterans of Foreign Wars



"America owes an everlasting debt to its disabled veterans. In recognition of this principle we have dedicated our 'Golden Jubilee' anniversary year to the expansion of our veteran welfare facilities. The success of this project will assure the nation's disabled veterans that they will continue to receive the rehabilitation service they so richly deserve."
HENRY N. HENSLEY,
Adjutant General, Veterans of Foreign Wars



300
CASH PRIZES
WILL BE
AWARDED!

YOU CAN
WIN AS MUCH AS
\$37,500.00

SIMPLY AMAZING! AMAZINGLY SIMPLE!
WRITE A PATRIOTIC LAST LINE TO THIS VERSE:

"I love America
And all it means to me—
The right to think and speak,
_____"

(See "HELPFUL HINTS" and "CONTEST RULES" below)

YOU CAN
ALSO HIT THE
GIANT JACK POT
CASH PRIZE OF
\$5,000.00

YOU CAN
WIN A
BRAND NEW 1949 4-DOOR CHEVROLET
(or its equivalent in CASH at winner's option)
IF YOU ACT AT ONCE!

HERE'S YOUR OPPORTUNITY TO BECOME RICH IN A HURRY

How would you like to become suddenly rich? What would you do if all at once you were handed as much as \$5,000.00 in cash, plus all the money in a GIANT JACK POT CASH PRIZE of \$5,000.00? Furthermore, how would you like to have delivered to you, without one penny cost, a new 1949 Chevrolet 4-Door Sedan, (or its equivalent in CASH at your option) as soon as possible? Sounds like a dream, doesn't it? But it's not a dream. It's a real opportunity you have right now. This great, very simple, contest is sponsored by the VETERANS OF FOREIGN WARS OF THE UNITED STATES on the occasion of its 50th "Golden Anniversary" which this wonderful organization celebrates in 1949.

DO YOU THINK WHAT THIS CASH PRIZE CAN MEAN TO YOU?

Would you like to buy a brand new home and pay for it all in cash, even at today's high prices?
Would you like to make a substantial down payment on a new home or pay off a mortgage on the one you now live in?
Would you like to assure your children of a higher education... a college degree?
Would you like to travel in high style... buy more life insurance for the protection of your family... new, beautiful clothes for every member of your family... new furniture for your home... a new refrigerator... washing machine... practically everything that makes life enjoyable?



YOU CAN ENTER FOR ANY ONE, TWO OR ALL THREE CLASSES OF PRIZES AND ENTER AS MANY TIMES AS YOU WANT

CLASS A (100 PRIZES)	CLASS B (100 PRIZES)	CLASS C (100 PRIZES)
1st PRIZE.....\$20,000.00	1st PRIZE.....\$10,000.00	1st PRIZE.....\$2,500.00
2nd PRIZE..... 3,000.00	2nd PRIZE..... 1,500.00	2nd PRIZE..... 500.00
3rd PRIZE..... 2,000.00	3rd PRIZE..... 1,000.00	3rd PRIZE..... 250.00
4th PRIZE..... 1,000.00	4th PRIZE..... 500.00	4th PRIZE..... 150.00
5th PRIZE..... 500.00	5th PRIZE..... 250.00	5th PRIZE..... 100.00
6th PRIZE..... 300.00	6th PRIZE..... 150.00	6th PRIZE..... 60.00
7th PRIZE..... 200.00	7th PRIZE..... 100.00	7th PRIZE..... 50.00
8th PRIZE..... 150.00	8th PRIZE..... 75.00	8th PRIZE..... 40.00
9th PRIZE..... 100.00	9th PRIZE..... 60.00	9th PRIZE..... 30.00
10th PRIZE..... 60.00	10th PRIZE..... 40.00	10th PRIZE..... 20.00
90 PRIZES Ea.. 40.00	90 PRIZES Ea.. 20.00	90 PRIZES Ea.. 10.00
\$30,910.00	\$15,475.00	\$4,600.00

PLUS
1949 CHEVROLET 4-DOOR SEDAN
(or its equivalent in CASH at winner's option)
Given as Extra Prize for Quick Action!

Enter this contest at once! Remember, if your entry is postmarked before MIDNIGHT, SATURDAY, MARCH 12, 1949, and if your entry is judged as the best received up to that time, regardless of whether you have entered into CLASS A, CLASS B or CLASS C PRIZE GROUPS, you will be given a brand new 1949 Chevrolet 4-Door Sedan, (or its equivalent in CASH at your option) as a reward for PROMPT ACTION! The winner of this special prize will be notified by registered mail about MARCH 26, 1949.

To qualify for this extra prize, mail your contest entry before Midnight, March 12, 1949.

PLUS
GIANT JACK POT CASH PRIZE OF \$5,000.00

In addition to the 300 CASH PRIZES to be paid to contest winners, totaling in excess of \$50,000.00, an extra GIANT JACK POT CASH PRIZE of \$5,000.00 will be paid to the best entry received during the contest, in the opinion of the judges. Here again, regardless of whether your entry is in CLASS A, B, or C, if it is awarded the first prize in CLASS A, B or C, and is judged the best of the 3 first prize winners, you will be awarded the GIANT JACK POT CASH PRIZE in addition to the first prize in the class you enter.

TO HELP SUPPORT THE REHABILITATION SERVICE OF THE VETERANS OF FOREIGN WARS

This great American organization has extended a kindly, charitable and helping hand to veterans in every state of the union... to foreign lands... wherever a veteran of any of our wars needs, and is entitled to, benefits FROM THE GOVERNMENT.

To celebrate its 50th anniversary, the VETERANS OF FOREIGN WARS is sponsoring this contest, the net proceeds of which will be used for the expansion of its REHABILITATION SERVICE. Here, in brief, is what this work consists of:

Under the direction of the VETERANS OF FOREIGN WARS NATIONAL REHABILITATION SERVICE, hundreds of thousands of claims of disabled and distressed veterans are handled annually.

VFW REHABILITATION SERVICE is staffed with medical, legal and claims experts who provide, free of charge, such technical advice and assistance as veterans and their families may require concerning disability pensions and compensations, hospitalization, burial allowances, government insurance, educational and vocational training and employment assistance. Such claims are prosecuted by the VFW before the Veterans Administration WITHOUT COST TO THE INDIVIDUAL VETERAN, to secure for him or his family such benefits FROM THE GOVERNMENT to which he is entitled under the law.

The urgent needs of millions of veterans of World War II, added to those of veterans from former wars, have placed a tremendous burden upon the financial resources of the VFW.

THIS WORK DESERVES FINANCIAL HELP... YOUR HELP!

COMPLETE CONTEST RULES... Read Carefully

- At least \$55,000.00 will be paid to 300 contestants who enter this contest, including the GIANT JACK POT CASH PRIZE of \$5,000.00, and an extra prize of a BRAND NEW 1949 CHEVROLET 4-DOOR SEDAN (or its equivalent in CASH at winner's option) for promptness.
- Three (3) classes of prizes, of 100 prizes each, will be paid: CLASS A prizes total \$30,910.00; CLASS B prizes total \$15,475.00; CLASS C prizes total \$4,600.00.
- To enter this contest, first, write a patriotic last line to this verse to rhyme with the second line:
"I love America
And all it means to me—
The right to think and speak,
_____"
- TO ENTER FOR CLASS C PRIZES, the first prize of which is \$2,500.00, send in, with your contest entry, a \$2 contribution to the VFW.
- TO ENTER FOR CLASS B PRIZES, the first prize of which is \$10,000.00, send in, with your contest entry, a \$5 contribution to the VFW.
- TO ENTER FOR CLASS A PRIZES, the first prize of which is \$20,000.00, send in, with your contest entry, a \$10 contribution to the VFW.
- TO ENTER FOR CLASS B & C PRIZES, the first prizes of which total \$12,500.00, send in, with your contest entry, a \$7 contribution to the VFW.
- TO ENTER FOR CLASS A & C PRIZES, the first prizes of which total \$22,500.00, send in, with your contest entry, a \$12 contribution to the VFW.
- All entries become the property of the VFW and will not be returned.
- ALL ENTRIES WILL BE ACKNOWLEDGED BY THE VFW.
- Duplicate prizes will be awarded in the event of ties. The

- opinions of the judges will be final.
- Sincerity, ideas and simplicity will count more than correct grammar and spelling.
- This contest is open to any resident of the United States of America, regardless of age, sex or education, except national officers of VETERANS OF FOREIGN WARS or employees of the NATIONAL ORGANIZATION of VFW, or its advertising agency, or its contest judging company, or members of any of their families. Anyone who has won \$500.00 or more in cash or in kind in any previous contest, sponsored by any organization or firm, is also excluded.
- Each contestant can send in as many entries as he or she desires. However, each entry must be accompanied by a contribution as specified in Rule 4 of these terms.
- ALL ENTRIES MUST BE POST-MARKED ON OR BEFORE MIDNIGHT, THURSDAY, MARCH 31, 1949.
- All entries must be sent FIRST CLASS MAIL TO:
Veterans of Foreign Wars of the United States,
"Golden Anniversary" Contest
Box 3495, Dept. A-39,
Chicago 77, Illinois.
- Additional contest entry blanks may be had on request. However, contestant may use a separate sheet of paper, which should give all of the information requested, on one side of the sheet.

HELPFUL HINTS! HERE'S ALL YOU DO!

Write a patriotic last line to the verse printed above, space for which is indicated in the contest entry blank. Here are several suggestions that can help you win:

"I love America,
And all it means to me,
The right to think and speak,
Bravely, safe and free."
(OR)
"I love America,
And all it means to me,
The right to think and speak,
Secure, in democracy."

THE VETERANS OF FOREIGN WARS OF THE UNITED STATES, national organization, will be pleased to send information regarding the extent of its REHABILITATION SERVICE to anyone entering, or contemplating entering this contest. This information will be sent on request and without obligation.

CONTEST ENTRY BLANK

MAIL TO:
Veterans of Foreign Wars of the United States (VFW) "Golden Anniversary" Contest
Box 3495, Dept. A-39, Chicago 77, Ill.

Here's my entry in your "Golden Anniversary" Contest:

"I love America,
And all it means to me—
The right to think and speak,
_____"

(write your last line here)

With this entry, I enclose my contribution to your organization as checked: (PLEASE CHECK CAREFULLY.)

- () I ENCLOSE \$2 for consideration in CLASS C PRIZES, first prize of which is \$2,500.00.
- () I ENCLOSE \$5 for consideration in CLASS B PRIZES, first prize of which is \$10,000.00.
- () I ENCLOSE \$10 for consideration in CLASS A PRIZES, first prize of which is \$20,000.00.
- () I ENCLOSE \$7 for consideration in CLASS B & C PRIZES, first prizes of which total \$12,500.00.
- () I ENCLOSE \$12 for consideration in CLASS A & C PRIZES, first prizes of which total \$22,500.00.
- () I ENCLOSE \$15 for consideration in CLASS A & B PRIZES, first prizes of which total \$30,000.00.
- () I ENCLOSE \$17 for consideration in CLASS A, B & C PRIZES, first prizes of which total \$37,500.00.

- All entries must be postmarked before MIDNIGHT, THURSDAY, MARCH 31, 1949!
- Entries postmarked before MIDNIGHT, SATURDAY, MARCH 12, 1949, will be judged for the PROMPTNESS PRIZE of a 1949 4-Door Chevrolet Sedan (or its equivalent in CASH at winner's option) IN ADDITION TO THE CASH PRIZES.

You are to acknowledge my entry and send me an official receipt of my contribution. I have read the terms of the contest and agree to abide by them and the judges' decisions.

NAME (Your Signature) _____
NAME (Print Plainly) _____
ADDRESS (Print Plainly) _____
CITY (Include Zone No.) (Print Plainly) _____
STATE (Print Plainly) _____

IMPORTANT! VFW cannot be held responsible for any contributions improperly addressed or lost. If at all possible contestant is urged to send contribution by CHECK OR MONEY ORDER, IF YOU SEND CASH WRAP IT INSIDE YOUR ENTRY BLANK.

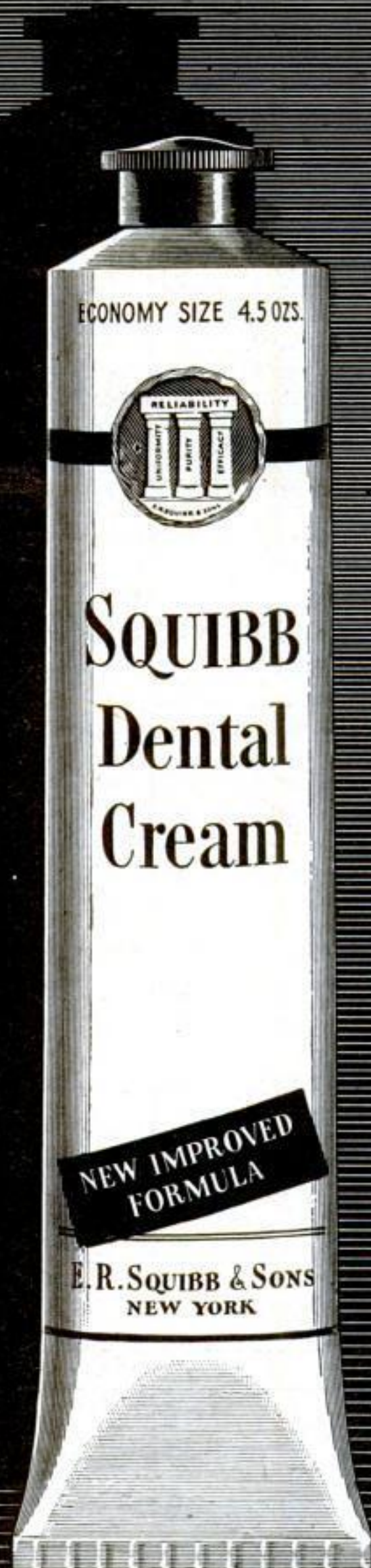
MAIL YOUR ENTRY IN AT ONCE! ACTION COUNTS!

3 reasons for the extra clean feeling...

action of magnesium hydroxide

real peppermint for taste and breath

better penetration between teeth



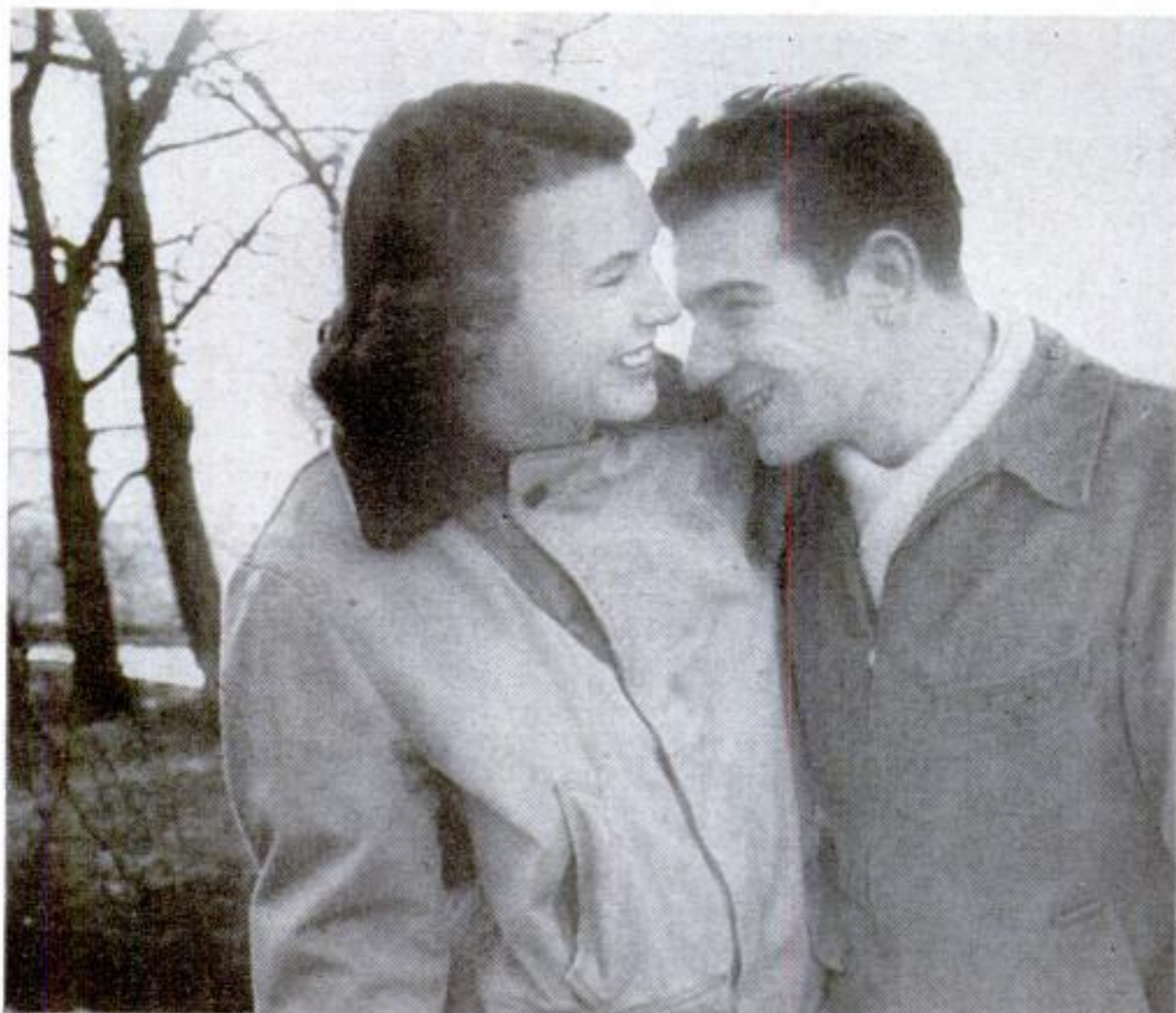
The priceless ingredient of every product
is the honor and integrity of its maker



WITH HER RIVAL, veteran politician Garret Gossard, Jane reviews her successful campaign. The district covers two counties: Howard, which she won easily, and Gossard's county of Tipton, where she was only 97 votes behind.



WITH HER FATHER, Jane modestly receives congratulatory kiss. A newspaper editor in Kokomo, he suggested she run when she told him about a complicated and successful maneuver in student politics she had made at DePauw.



WITH HER BOYFRIEND, DePauw Junior Laddie Luljak, she takes weekly walk. Laddie, who prefers a housewife, says, "It's one thing for a girl to serve a term in the legislature, but another for her to enter politics permanently."

so soft!



SITROUX TISSUES

strong...
absorbent

NOW FINER THAN EVER

... say
SIT-TRUE



MADE TO MEASURE CLOTHES FOR MEN



\$47.50
to
\$65.00

Schaefer
TAILORING COMPANY
Cincinnati 2, Ohio

CATCHING COLD!

Remember

"More people rely on
LUDEX
than any other
COUGH DROPS"

Medicated for

CLOTHESPIN NOSE



5¢



For 109 years in Canada . . .

. . . now a product of U. S. A., too.

Enjoy the full, delicious flavor of this light, bright, golden ale
. . . Let the jolly Red Cap remind you to call for Carling's.

The picture says come in out of the cold, make yourself at home and pour yourself a glass of wonderful ALE.

CARLING'S *Red Cap* **ALE**

BREWING CORPORATION OF AMERICA, CLEVELAND, OHIO

Copyrighted material



So many delicious kinds of breads . . . at the stores . . . or that you can bake at home. Really nutritious . . . and how they do perk up your menus!

PROTEIN

To help build and maintain healthy body tissues

VITAMIN B₁

(Thiamine) For healthy nerves, normal appetite

NIACIN

Helps keep tissues healthy and prevents pellagra

RIBOFLAVIN

An important vitamin for children's growth

IRON

Helps build the red blood needed for health

FOOD ENERGY

To sustain the pace of modern living

So inexpensive...the 6-way nourishment of *ENRICHED BREAD and FLOUR*

"HOT FROM THE OVEN" come your own biscuits, muffins, cakes, cookies, pies to thrill your family and guests. Always buy flour labelled "Enriched" to be sure of this added nourishment.

WHAT TEMPTING VARIETY your baker offers! New treats in breads, rolls, cookies! And they're all highly nutritious when enriched. Ask him whether they are. It is important that you know.

ALWAYS SERVE PLENTY OF BREAD. It's delicious and so economical. On the wrappers of enriched white bread there's a panel *stating* that it is enriched. Look for it on the loaves that you buy.

Copr. 1948, Wheat Flour Institute



You've always known it—that bread is food energy in its most *economical* form. And, in these hurry-up days, you know how you *need* energy. But see those flags? They tell the rest of the story. Modern enriched bread and baked foods make *six* important contributions to the all-round balanced diet you and your family need. Yes, enriched bread and flour give you 6-way nourishment! Remember this . . . at meal time, at snack time, every day.

"IS BREAD FATTENING?" *No*; nutritionists tell us breads are no more fattening than any other food of equal energy content. The carbohydrates of bread are readily and easily converted into energy which is then used by the body as needed.

The nutritional statements in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



WHEAT FLOUR INSTITUTE



TWO STUDENTS IN HOMEMADE COSTUMES WATCH THE DANCING. ONE HAS A JEWELLED CIGARET HOLDER AND GOLD LOIN CLOTH; ONE A HUGE TUFTED HEADDRESS

Life Goes to a Ball in Harlem

Three thousand people and some strange costumes turn out at Savoy Ballroom to help the Urban League

In \$10 worth of gold cloth, spangled tights, and feathered diadems, and looking like a pair of perfumed Persian princes, the two young men shown above are competing for the prize for best costume at the annual ball of the National Urban League Guild in New York City.

The Urban League is a powerful and conserva-

tive Negro social service organization which has white as well as Negro directors. For nine years its Guild Beaux Arts Ball has been Harlem's biggest social event. This year's party was the biggest yet. At \$2 a head, more than 3,000 men and women jammed the Savoy Ballroom in Harlem and danced to the music of Cootie Williams' and

Jimmie Lunceford's bands. Most of the men stood on their rights and came in regular evening dress, but the ladies showed up as almost anything: rabbits, houris or harem girls. At midnight a committee of judges headed by Winthrop Rockefeller selected the best costumes. First prize went to a lithe, handsome and nearly nude valentine (*next page*).



AT 1:30, NEAR THE BALL'S HEIGHT, DANCERS SWAY ON THE HUGE SAVOY FLOOR WHILE COOTIE WILLIAMS (RIGHT) IMPROVISES A LONG SWEET SOLO ON HIS TRUMPET.



CONTESTANTS PARADE BEFORE THE JUDGES. LEFT TO RIGHT THEY ARE: A SOUBRETTE, A BANDAGED MUMMY, A TRIM CAT, A GAY '90S LADY AND A DOVE OF PEACE



IN A FEW MINUTES LUNCEFORD'S BAND IN BACKGROUND AT RIGHT WILL CUT IN



AT RIGHT, CONTEST JUDGE WINTHROP ROCKEFELLER MAKES AN ANNOUNCEMENT



RUTH KING, AS A VALENTINE, WINS PRIZE FOR THE MOST BEAUTIFUL COSTUME



DURING THE JUDGING THE NONCONTESTANTS SIT BY AND APPLAUD THEIR FRIENDS

Smarter Rainwear
WITH **PLYMOUTH**
*Sewmanship!



THE ESPLANADE—Broad-shouldered belted trench model of fine gabardine, "Cravenette" processed.
THE MALL (left)—Same as Esplanade but featuring zip-out lining of all-wool plaid.

No matter which style you prefer—single-breasted, double-breasted or trench—you'll find the season's handsomest selection bears the famous Plymouth label. Sewmanship—minute details of fine quality tailoring—makes every Plymouth Weather-Ready Coat smarter and longer-wearing. At leading stores everywhere.

***Sewmanship features**



1. Crush-resistant front and collar



2. Sag-proof tailored front



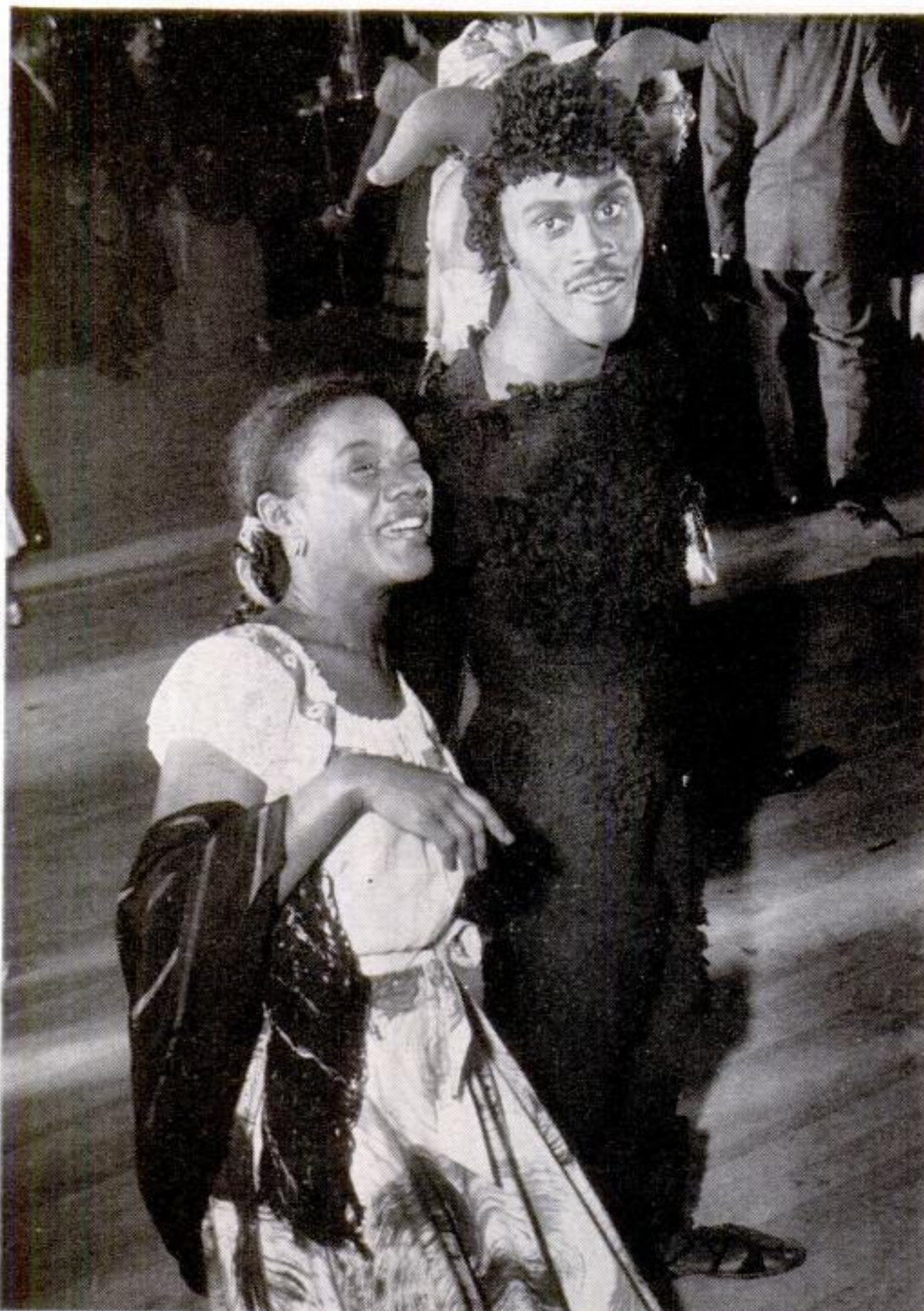
3. Tested weather-resistant finishes

Plymouth
OF BOSTON
WEATHER-READY

Smart Rainwear for Men
Plymouth Manufacturing Co.
495 Albany St., Boston 18, Mass.



AS SOUTH SEAS DANCER wearing a sarong, Gwynne Durham walks with Vertner Tandy. He is an attorney; she is the manager of an advertising concern.

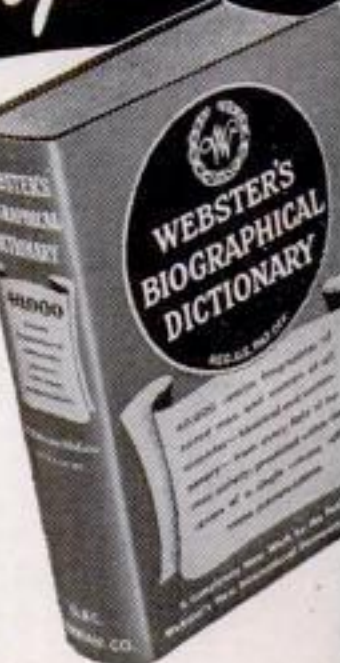


IN SPANISH STYLE, like a pair of characters from the opera *Carmen*, this couple came to party, the lady dressed as a Spanish dancer, the man as a bull.

ALL IN A SINGLE VOLUME!
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Biographies

... of the World's Famous Men and Women... from the Beginning of History to Our Own Times, and from Every Field of Human Activity!

WEBSTER'S BIOGRAPHICAL DICTIONARY contains more than 40,000 ready-reference biographies, with pronunciation of names and all essential facts. Includes scientists, statesmen, rulers, sports stars, explorers, writers, painters, actors, radio personalities, eminent figures from every other field. Prepared by the famous Merriam-Webster editorial staff. A fascinating and valuable source of information for writers, speakers, and readers. 1,730 pages, thumb index. \$7.50. At your bookdealer's or from the publishers.



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just wonderful!
for golden-crust
donuts at their best



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FRESH
DONUTS

MADE BY BETTER BAKERS / SOLD BY BETTER GROCERS
Enjoy them at Mayflower Shops, coast-to-coast

America's favourite candy

chicken bones

For young and old!
Delicious, crunchy
butterscotch filled
with luscious nutmeats

BRING HOME A ONE POUND TIN

FLAVOUR CANDY CO., Chicago 12, Ill.

Marlin

12 for 25¢

Made by the makers of Marlin Guns
single or double edge blades

SPRATT'S GIVES YOUR DOG VARIETY!

Dogs, too, like variety in their meals! Feed your pet **SPRATT'S Dog Biscuit Foods!**

SPRATT'S PATENT (Am.) LTD., NEWARK 5, N.J.



Everytime we entertained Our Budget Got Badly Battered



◀ *It was a real problem* to entertain as often as we wanted and still make ends meet. Then we started serving Port wine. It made a hit



Port Wine

COSTS SO LITTLE . . . ADDS SO MUCH

TO SERVE rich full-bodied Port wine is an old and honored way of saying "welcome." And nowadays Port is being served in more and more homes—more and more often.

For Port wine fits so well into today's way of living. It adds so much to the warmth and friendship you want when folks come visiting. And since it costs only a few cents a glass to serve, Port wine helps you entertain smartly and still keep within your budget.

Port is one of the great wines of California—the wines favored by seven out of eight American families. You will find the wines of California featured wherever wine is sold.

For other good ways to entertain smartly and economically, write Wine Advisory Board, San Francisco, for the free booklet, "Easy Entertaining with the Wines of California."

The Wines of California rank with the world's finest

The cool coastal hillsides and the warm valleys of California give ideal soil and climate to over 125 famous wine-grape varieties. From the pure fresh juice, California vintners produce choice Sauternes and Rhine wines, Burgundies and Clarets for your dinner table...rich, full-bodied Ports to go with desserts and cheese...and fine Sherry wines to serve with light refreshments

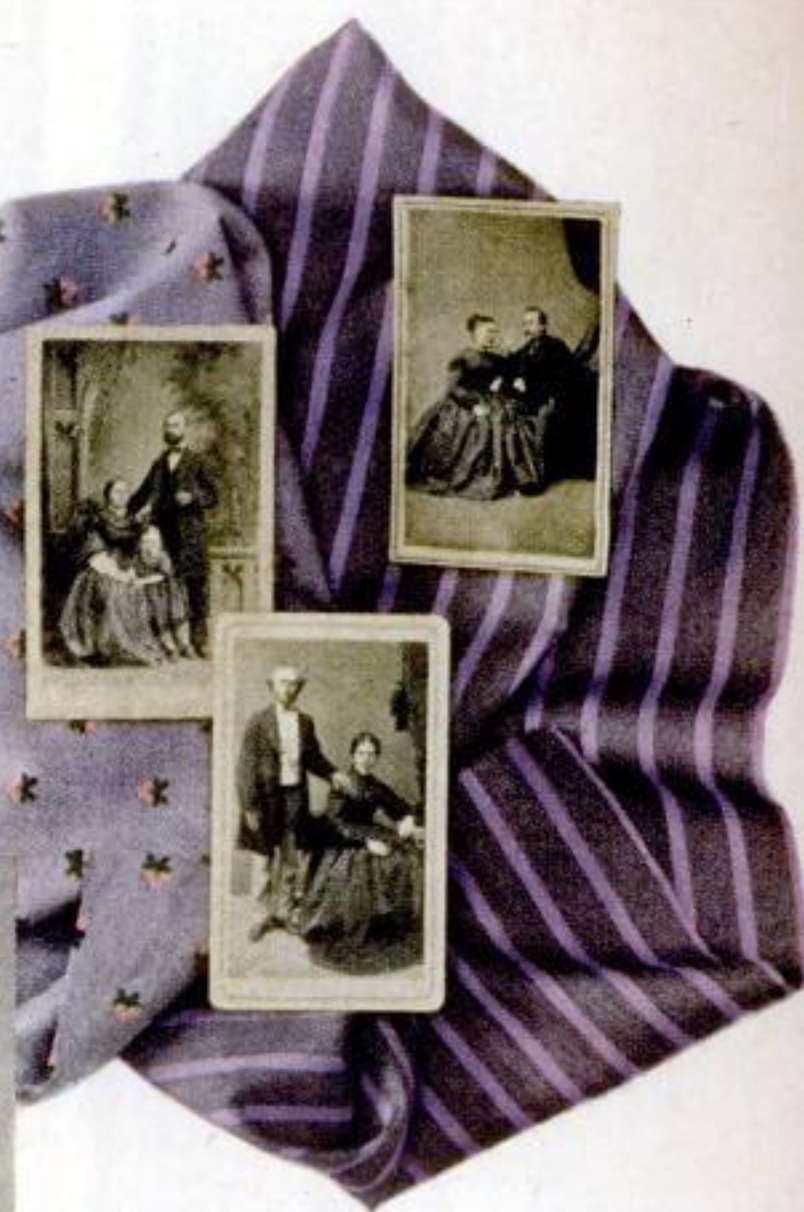


▶ *It made a hit with our budget,* too. California Port wine costs only a few cents a glass. And it's so easy. Just cool and serve.

We can entertain more often now. We know Port and simple refreshments are the answer to being sociable on a budget. And our guests are always pleased



AMERITEX*



introducing tintype* cottons

cranston-processed

Shades of yesteryear!
Aren't they the image of the fine, yarn-dyed woven cottons grandmother treasured? It's Cranston's amazing, double precision-printing process that fools the eye, makes these beautiful, Ameritex-quality cottons unique... exclusive. Vat dyes assure washability. Sanforized to control shrinkage. See the whole album of Ameritex Tintype Cottons in stripes, plaids, batiks and other novelties, by the yard or in ready-to-wear at better stores.

Simplicity Pattern 2283



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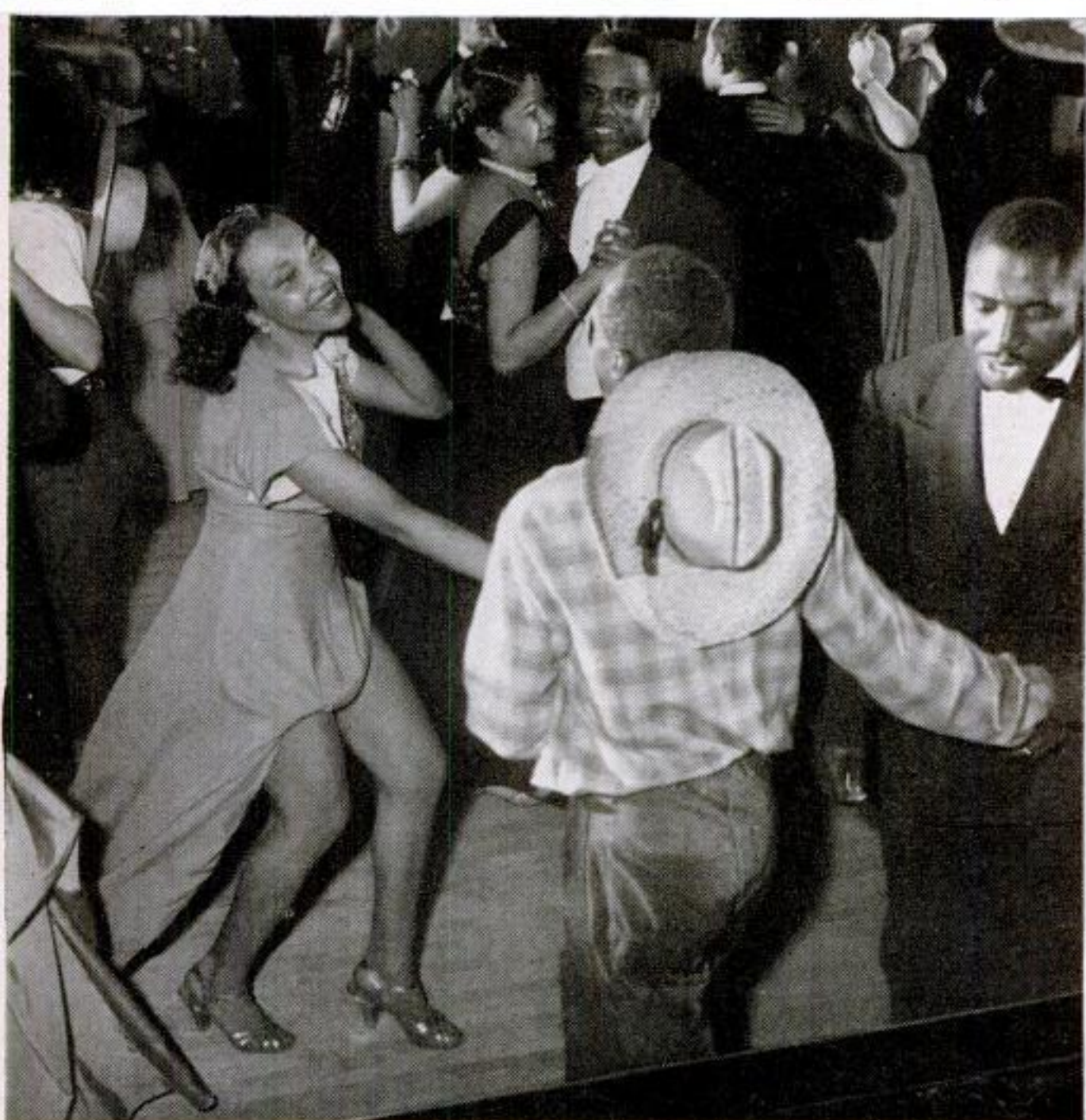
AMERICA LIVES IN AMERITEX FABRICS

doland





AT RINGSIDE TABLE near the dance floor, Bobo Rockefeller, wife of Winthrop who is a league director, examines toy rag doll belonging to live rag dolls.



ON THE DANCE FLOOR this lively couple jitterbugs in true Savoy style. Music was lively but jitterbugging was very rare; most couples danced quietly.



AFTER PARTY costumed guests pour out of Savoy to take cabs and buses home. The affair lasted until 2 a.m., netted \$5,000 for National Urban League.

* AMERICA'S BIGGEST SELLING LIQUEURS

* This statement based on the total sales of all brands and types of liqueurs in 17 representative states for the last complete calendar year. It is not meant to apply specifically to any one item. Authoritative figures were compiled by McClellan's Services Exchange, Washington, D. C.

Arrow

KREEMY HED
SLOE GIN



Arrow Kreemy Hed Sloe Gin has delightful taste appeal and colorful eye-appeal. Serve straight, or in a Ricky or Fizz.

Arrow Mint Flavored Gin, 70 proof
Arrow Peppermint Schnapps, 60 proof
Arrow Anisette, 60 proof
Arrow Rck & Rye, 70 proof



ARROW KREEMY HED SLOE GIN . . . 60 PROOF • ARROW LIQUEURS CORP., DETROIT 7, MICH.

speaking of LIFE...



Tower of LIFE—Among the busiest LIFE-selling spots in the U. S. are the twenty-one newsstands in New York's Grand Central Station. Every week they sell a tower of LIFE as high as Bunker Hill Monument. Even a single stand's share, if put out all at once, would go right through the ceiling. However, since most stands show LIFE in piles a couple of feet high, newsdealers get quite a workout keeping the fast-melting stacks refilled. For example, on one of the bigger stands the stacks of LIFE are completely replaced some twenty times in the few days before LIFE is sold out.

"Bridge of Understanding"—Do you know that the International Edition of LIFE, published fortnightly in English, is now circulated in over 100 countries? As one subscriber expresses it, "LIFE International builds a bridge of understanding to the world." Through its pages readers of many nations ponder the forces at work in the world today, learn to understand America and Americans better. They study enthusiastically, too, LIFE International's advertising pages, showing products so widely shared in this country. As you may have read, the average number of U. S. readers for each copy of LIFE is around five. Abroad, where LIFE is harder to come by, a copy of LIFE International averages ten readers, and frequently copies keep going far

beyond that average. A tattered copy in Switzerland was traced back through over seventy-five readers, and a British subscriber writes, "After our copy has done the local rounds of relatives and neighbors, it is sent to some Austrian friends, where it does a fresh round, finally ending up at a hospital."

Sorry About the Wolf—In a recent picture essay, *Dogs in America*, LIFE ran a chart on canine genealogy which put the well-known wolf out and the unfamiliar tomarchus in as dog's first ancestor. This upsetting fact sent children scurrying to encyclopedias to bolster their belief in the wolf. Sorry as LIFE is about this, it upholds the tomarchus, whose top place on the dog's family tree has been authoritatively established by a year of research and consultation with leading experts. To get the ten color-photographs of the 1948 cham-

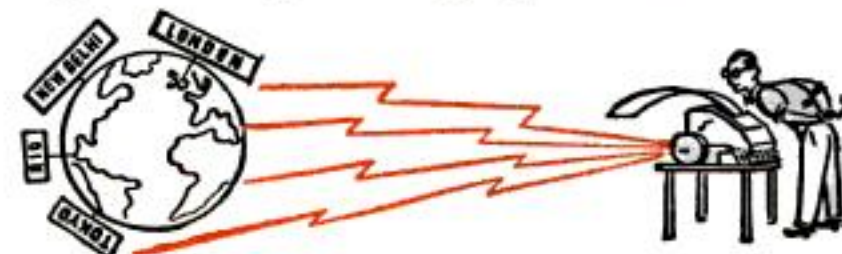


pions included in this essay, the photographer worked on a grueling dog-a-day schedule trying to get the beagle to raise its tail, the dachshund to hold up its middle and the Pekingese to look pleasant. However, he pronounced Frejax Royal Salute, the springer spaniel, "as cooperative as a Powers model."

High LIFE in Tampa—Perhaps the biggest version of LIFE's familiar red and white cover design ever contrived was one seen in Florida recently. A department store in Tampa turned the entire facade of its four-story building into a reasonable facsimile of LIFE's cover. The purpose was to publicize a week-long promotion throughout the store featuring the many advertised-in-LIFE brands it carries. In stores where you yourself shop you have likely seen some of the less spectacular methods used by retailers to call attention to products you read about on LIFE's advertising pages. They do this because they are well aware of LIFE's local selling force, and because they know that

manufacturers invest more advertising dollars in LIFE than in any other magazine. Because LIFE is first in advertising of food and food products, apparel, footwear and accessories, toiletries and toilet goods, to name a few, you find more news about products of everyday living pictured in LIFE's advertising pages.

Eleven Global Bureaus—From eleven news bureaus all around the globe, LIFE's editors are kept in direct touch with happenings from Rio to Tokyo—from Paris to New Delhi. This foreign news gathering, plus the domestic



news flooding in from nine U. S. bureaus, keeps information clicking in at the rate of about 400,000 words a week. Receiving center for this widespread news gathering is the wire-room of the Time & Life Building in New York. Here nineteen teletype machines, their keys set in motion by faraway fingers, are the highways over which this news speeds in. For each issue, LIFE's editors screen this great mass of information to give you the latest, most salient news of the week.

Color Accompaniment—Among the sixty-five color pictures which accompany LIFE's seven-part presentation of Churchill's *Their Finest Hour* are war paintings by renowned British artists, such as Henry Carr's *A Railway Terminus* in next week's issue. To bring you these and other pictorial backgrounds in full color, LIFE photographers spent several months last summer going over the ground covered by Churchill's stirring account of Britain's battle for survival in 1940. A fascinating series of color photographs in the March 14 LIFE will take you into the underground headquarters of Churchill and his War Cabinet. To many readers perhaps the most interesting spot in that underground labyrinth will be the desk at which Churchill sat to broadcast the momentous messages avidly listened to in so many American homes.

Andrew Heiskell publisher of **LIFE**

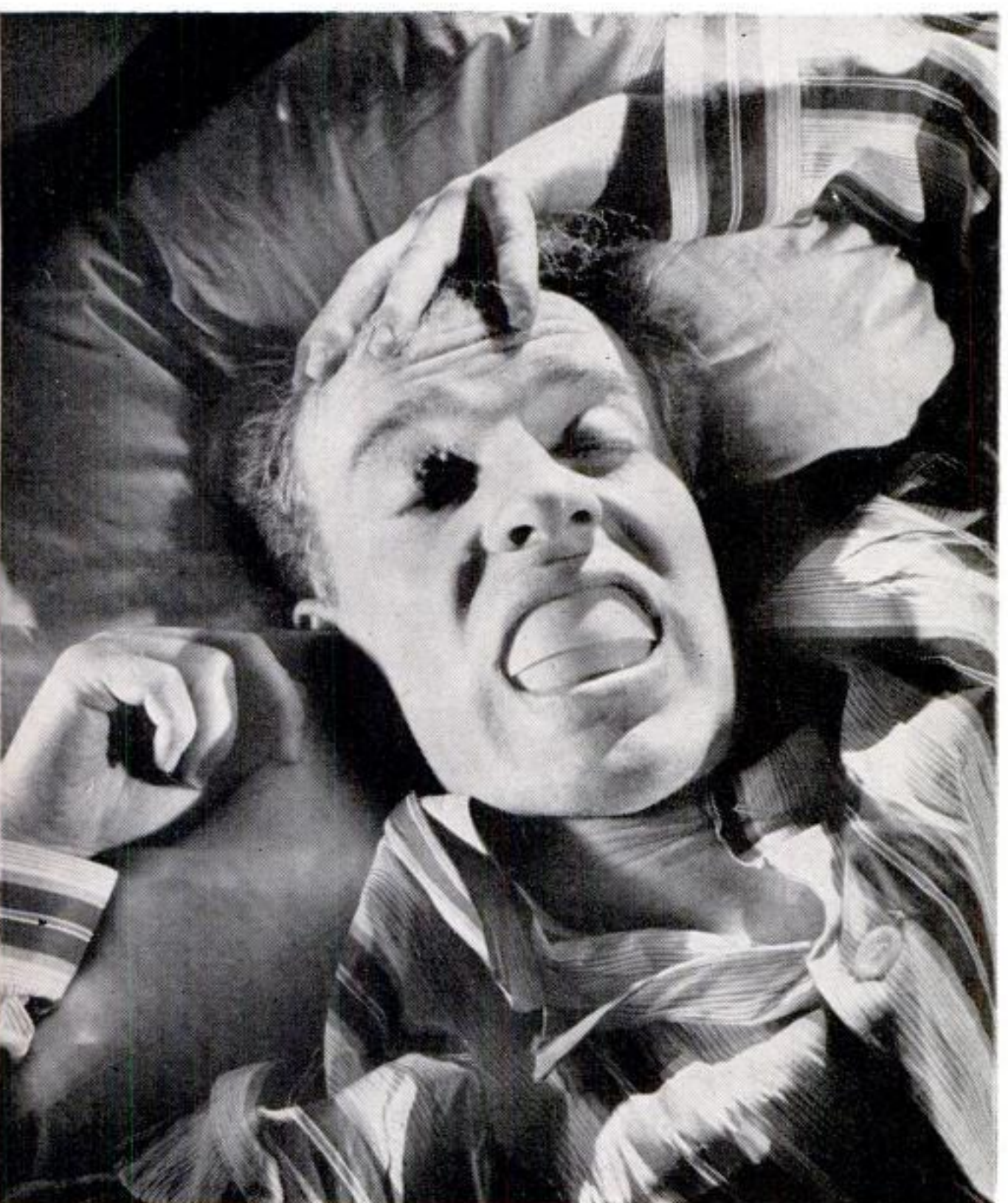


SNORER INSERTS PLASTIC NO-SNORE GUMS UNDER LIPS AND OVER TEETH

SNORE STOPPERS

Strange devices take the sound out of sleep

Roughly 10 million U.S. adults share the unlovely antisocial habit of snoring. They torment those nearest and dearest to them with noises varying in intensity from the soft putt putt putt of a distant motor boat to the 69-decibel roar of a nearby subway train. Fortunately there are means short of surgery for stopping most offenders. Almost any device that forces a snorer to sleep on his stomach, like the snore cuffs (page 116), or forces him to breathe through his nose, like the No-Snore plastic gums shown on this page, will reduce his nocturnal noisemaking to a minimum. Patents for 300 such devices have been applied for, but while many of them prevent snoring, they also keep snorers awake. Last week four of the least annoying and most reliable snore stoppers were combined in a handy antisnoring kit (page 116) by Norman Dine of Lewis & Conger's Sleep Shop in New York City. A student of snore lore for 20 years, Dine also was careful to include earplugs—just in case.



GUMS MAKE SNORER BREATHE THROUGH NOSE SO THERE IS NO SNORE

CONTINUED ON NEXT PAGE

COLDS

In a minute—relief from miseries begins



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That quickly helps relieve surface aches and pains.
2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.
3. In a minute, Minit-Rub's active

menthol vapors begin to ease that nasal stuffiness feeling.

MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get a tube of Minit-Rub today!

GREASELESS
STAINLESS

MINIT-RUB

Available in small and large tubes

PRODUCT OF BRISTOL-MYERS

Here's the Child's Fashion Sensation!

POLO SHIRTS

With Your Child's Picture

Future President POLOS for boys

Your little boy's picture goes here.

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Your little girl's picture goes here.

Any clear photograph or snapshot reproduces perfectly

- Pictures are reproduced right on polos in a clear, sharp likeness. Reproduced from your child's photograph or snapshot.
- Pictures are returned to you by your dealer, unmarked, unmarred.
- Shirts are color fast and pictures aren't affected by washing. Well tailored of fine Durene* yarns.
- Sizes 2-4-6-8.

APCO MANUFACTURING COMPANY
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Available at fine juvenile wear stores everywhere. Your dealer can quickly obtain these shirts for you if he does not already have them.

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It's fun
to have feet in

Oomphies Martex terry scuffs

So soft and double-snuggly they make
your toes purr! Martex* inside and
out... plus the happy comfort of
Oomphies cushion sole. In white,
yellow, blue... a pair of each,
perhaps, for home, the club,
beside the pool?
2.95 pair.

You will find Oomphies
in your favorite stores
priced from 2.95 to 7.95.
Sorry, no mail orders.

*Exclusive with Oomphies
in footwear

OOMPHIES, INC., New York City

Snore Stoppers CONTINUED



SNORE CUFF prevents snorer from
turning on his back. Wood handcuff
fits on wrist. Leather strap attaches
the wood cuff firmly to the bedpost.



ANTISNORE KIT has 14 earplugs,
snore cuff, gums, mask to hold mouth
shut, a snore ball which clips to pajama
back and whistles if snorer rolls over.



UNSHACKLED SNORER makes as much noise as city traffic. In test, sound
meter (left) hooked to microphone near mouth clocked subject at 69 decibels.

Wherever wintertime is pleasure time

When day is done...

you
deserve
SCHENLEY

Whether you're flashing down the ski-run at Sun Valley—on your way to the well-earned comfort of a hot toddy—

Or taking in the sunset at Miami Beach—with whispering palm trees at your back and a friendly highball in your hand—

Be Sure your drink is made with mild, friendly Schenley—friendly to your taste. For when day is done, you deserve the best. Better-tasting Schenley is the perfect end to *any* day—anywhere.



Of Course, you need be nowhere else than your own snug fireside, to enjoy the warm friendliness of *better-tasting* Schenley. Wherever you may be—when day is done, *you* deserve mild, friendly Schenley... friendly to your taste.



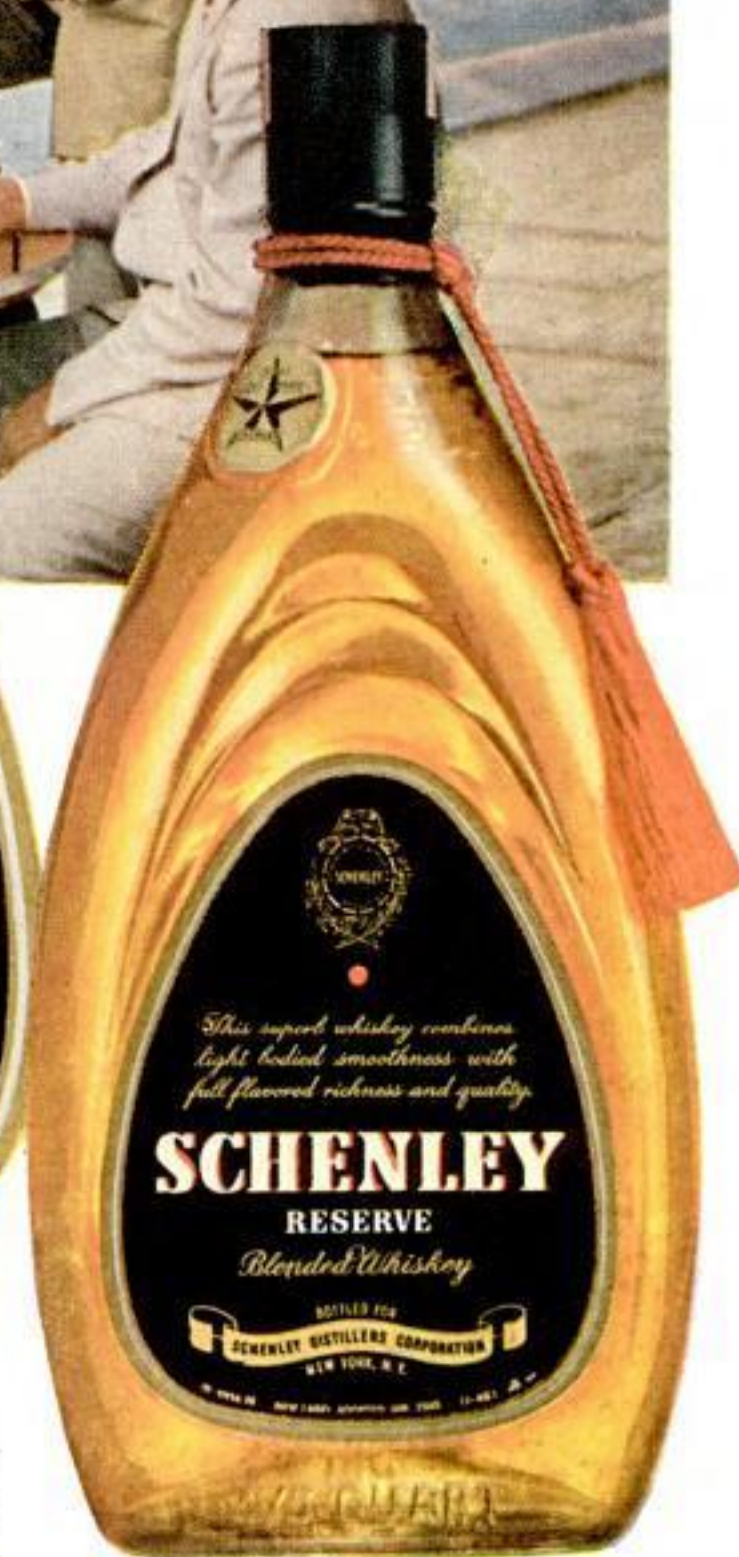
A Schenley Mark of Merit Whiskey

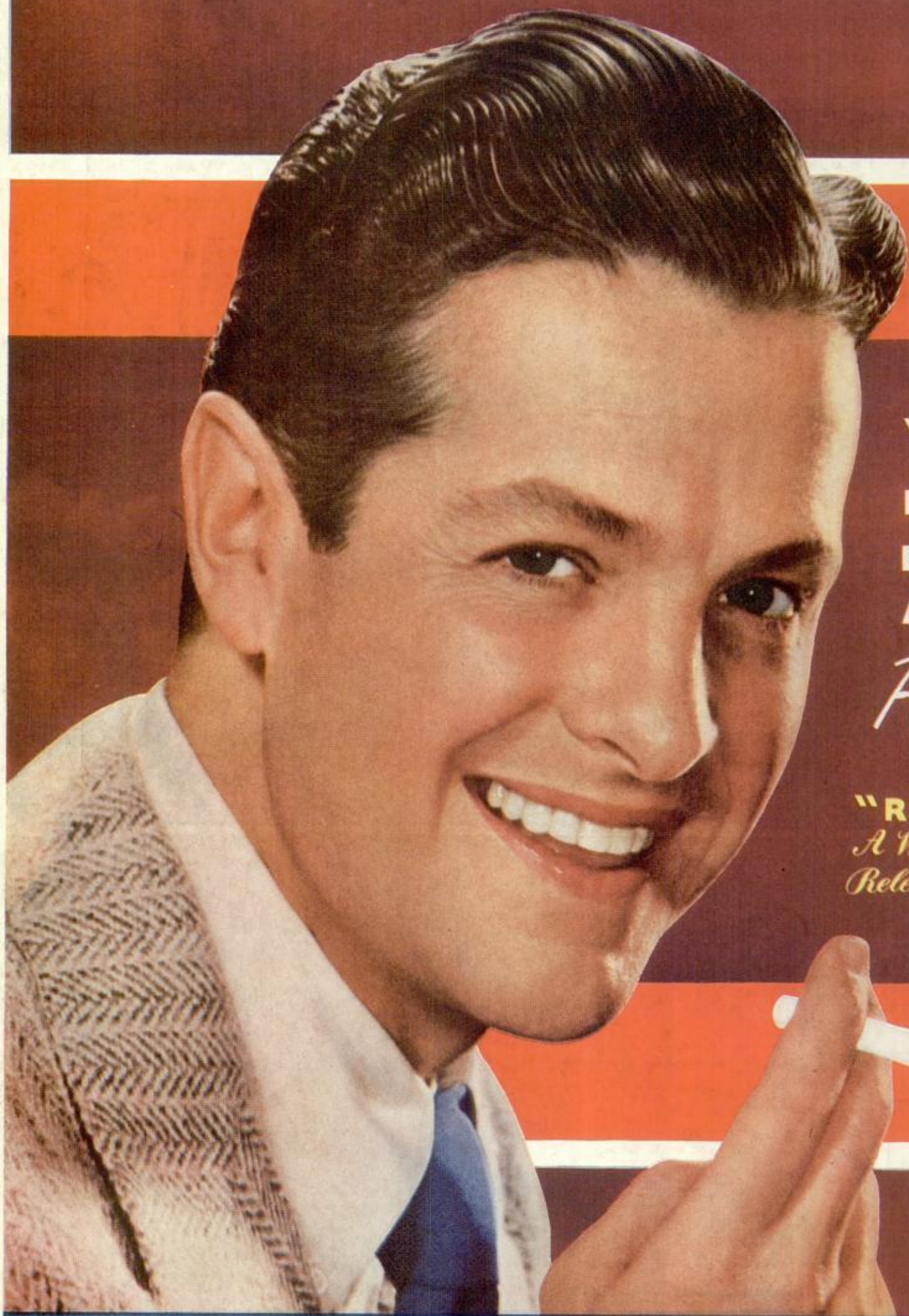
*From Schenley the House of Aged Whiskies**

RARE PRE-WAR QUALITY BLENDED WHISKEY. Available in the familiar round bottle as well as the distinctive decanter. The straight whiskies in this product are 5 years or more old. 35% straight whiskey. *65% grain neutral spirits. 86 Proof. Copr. 1949, Schenley Distillers Corp., N. Y. C.



*mild,
friendly*
SCHENLEY
friendly to your taste





"CHESTERFIELD
IS MY CIGARETTE
BECAUSE IT'S MILDER
AND BETTER-TASTING"

Robert Cummings

Starring in
"REIGN OF TERROR"
A Walter Wanger Production
Released by Eagle-Lion Films



"Chesterfield buys the highest grade
good-smoking tobacco that I have at the auctions.
I've smoked Chesterfields for 30 years"

A.E. Parrish

TOBACCO FARMER
DANVILLE, VA.

(FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS)



A *Always* **B** *Buy* **C** **CHESTERFIELD**

MAKE YOURS THE MILDER CIGARETTE

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